



TRELLIS

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Your Trademark is Registered! What's Next?

DISCLAIMER: This outline is a general guide. Be sure to contact an attorney if you have questions or specific issues that need to be addressed.

Your Trademark is [Registered](#), finally! What's next? Here are some key considerations to take into account when moving forward to protect your trademark and ensure it stays active.

1. Maintain Records

- **Keep a Copy:** Securely store your trademark registration certificate.
- **Document Usage:** Maintain detailed records of how the trademark is used in commerce. This includes tracking instances where the trademark appears on products, packaging, advertising, or in services. Regularly documenting usage helps demonstrate that your trademark remains active, which is a key requirement for maintaining trademark protection.

2. Monitor Your Trademark

- **Watch for Infringement:** Regularly search for unauthorized use of your trademark.
- **Set Up Alerts:** Use online services or legal professionals to monitor potential infringements.

You can check out Trellis' [services for USPTO and Brand Monitoring here](#).

3. Use the Trademark Properly

- **Include Symbols:** Use the ® symbol to indicate that your trademark is registered.
- **Correct Usage:** Ensure consistent use in advertising and on products/services to maintain protection.

4. Enforce Your Rights

- **Send Cease and Desist Letters:** If you identify infringement, consider sending a letter to the infringer. We can help!
- **Legal Action:** Be prepared to pursue legal action if necessary to protect your trademark.

5. Renew Your Trademark

- **Understand Renewal Requirements:**
 - **Between 5th and 6th Year:** File this declaration to confirm the trademark is still in use. This is a requirement for maintaining the registration.
 - **Between the 9th and 10th Year:** File the first Declaration of Use and/or Excusable Nonuse and an Application for Renewal under sections 8 and 9
 - **10-Year Renewal:** Trademarks must be renewed every 10 years. File a renewal application 1 year before the expiration date for best results.

As mentioned above, Trellis offers maintenance services which are included in our USPTO and/or Brand monitoring packages- [find out more here.](#)

6. Consider Additional Protection

- **International Protection:** Explore registering your trademark in other countries if you plan to expand internationally.
- **Additional Classes:** Consider registering for additional classes if you expand your offerings.
- **Other Intellectual Property considerations:** [Read our resource](#) about other types of IP and ways to further protect your creative, work, and brand.

7. Evaluate [Licensing](#) Opportunities

- **Licensing Your Trademark:** If applicable, explore licensing your trademark to other businesses for a fee.
- **Draft Licensing Agreements:** Ensure agreements are clear about usage, quality control, and payment terms.

We hope this resource helps you as you move forward with your IP. If you have any questions or need assistance moving forward with any of the above, feel free to contact jessica@trellispggh.com.