What is a trade mark?

Legally, a trade mark is a protected sign that distinguishes a company's products or services from those of other companies. All graphical representations of a sign can, in principle, be a trade mark within the meaning of the law such as words, combinations of letters, numbers, graphic images, three-dimensional forms, slogans, combinations of these elements or even sound trade marks, which are made up of a sequence of notes.

Trade marks

- Before you apply
- National application
- International application
- Post registration
Before applying to register your trade mark

What do I need to consider before applying to register a trade mark?

› Your IP protection strategy

Are there already any similar or identical trade marks to mine?

› Carrying out a search yourself
› Professional searches
Your trade mark application and examination

How much does it cost to register a trade mark?

- Costs and fees

How can I apply to register my trade mark?

- Applying in Switzerland
- Applying directly online

What happens after submitting my application?

- The trade mark registration procedure

What are the possible obstacles to registering my trade mark?

- Requirements for protection
I am the owner of a trade mark

Using your trade mark

- Using your trade mark

Managing your trade mark

- Renewing your trade mark
- Updating your register entry

Monitoring and defending your trade mark

- Monitoring and defending your trade mark

Trade mark registers

- Switzerland
- International

Interesting questions about trade marks

- Can any sign be registered?
- How can you register a trade mark in another country?
- Can my trade mark conflict with a company name?
- Can I also register a coat of arms?
- What is a registered trade mark symbol?
Swissness

Everything you need to know about the use of the Swiss Cross for advertising purposes.

Training and courses at the IPI

Courses with a practical approach on areas related to the various IP rights for all levels of knowledge and experience.