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.
Key information at a glance

- What is a trade mark?
- Why protect a trade mark?
- What can't be protected as a trade mark?
- Term of protection and fees

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.
Trade marks
Visit our blog to read some fascinating and informative articles on trade marks.