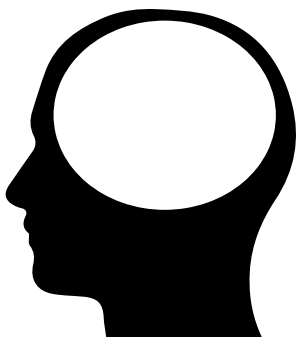


5 STEPS TO TAKE BEFORE MAKING A TRADEMARK APPLICATION



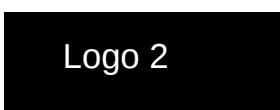
Here are 5 things you need to consider before registering your trademark in Zimbabwe.



UNDERSTAND IP

Trademarks, copyright and patents protect different kinds of intellectual property (IP). Trademarks protect words, phrases, and logos which identify one person's goods and services from another.

Logo 1



Logo 3

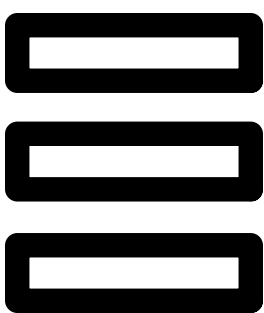
CHOOSE YOUR MARK

The next step is to choose a mark that is legally protectable. In Zimbabwe, a mark is registrable if it is capable of distinguishing your goods from another person's.



CONDUCT A SEARCH

Before making a trade mark application, it is advisable to conduct a trademark search in the Trademarks Office in order to identify registered marks that may pose a conflict to your mark.



CLASSIFICATION

In Zimbabwe, marks are classified using an internationally accepted system. The classification is based on the goods and services which the mark is identifying.



LEGAL ADVICE

Trademark lawyers can help brand owners with advice on the registrability of a mark, classifying a mark and application procedures.