What is a trade mark?

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Trade mark is a sign used in trade to identify products and services. Your trade mark is the sign that your customers use to pick you out and to find your product or service among other offers. It must distinguish you from your competitors. You cannot use the trade mark protection to protect the content of the goods or services, the way goods are produced or services are rendered, the ingredients of products etc.

Provided that your trade mark is distinctive, it can consist of words or of a figurative element, words in combination with a figurative element, a three-dimensional sign, a sound, a pattern, a movement etc. (please read more specifically in the chapter Trade mark types).

There are two special types of trade marks, designating particular common features.

COLLECTIVE MARK is a sign capable of distinguishing the goods or services of the members of the association, which is the proprietor of the mark, from those of other undertakings. Associations of manufacturers, producers, suppliers of services, or traders, as well as legal persons governed by public law, may apply for collective marks. An applicant shall submit regulations governing use which specify the persons authorised to use the mark, the conditions of membership of the association and the conditions of use of the mark.

CERTIFICATION MARK is a sign capable of distinguishing goods or services which are certified by the proprietor of the mark. Any natural or legal person may apply for certification marks provided that such person does not carry on a business involving the supply of goods or services of the kind certified. An applicant shall submit regulations governing the use which specify the persons authorised to use the mark, the characteristics to be certified by the mark, how the certifying body is to test those characteristics and to supervise the use of the mark, also the conditions of use of the mark.

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