

Comprehensive Course Content: Creating and Registering Trademarks in the United Kingdom

Module 1: Introduction to Trademarks

- Definition of a trademark and its importance in the market.
- Difference between a trademark, trade name, logo/design, and patent.
- Benefits of trademarks for startups and large businesses.
- Examples of successful trademarks in the UK.

Module 2: Laws and Authorities in the United Kingdom

- Role of the UK Intellectual Property Office (UK IPO).
- Overview of the Trade Marks Act 1994.
- Legal rights granted by a registered trademark.
- Duration of protection (10 years, renewable).

Module 3: Choosing and Designing a Trademark

- How to select a distinctive name or logo.
- Common mistakes (generic names – descriptive words – copying famous brands).
- Acceptable types of trademarks: Words, Logos and images, Colors, Sounds and symbols.
- Free and paid tools for checking names and logos.

Module 4: Research and Availability Check

- How to search the UK IPO database.
- Additional tools (EUIPO – WIPO).
- Checking for conflicts with existing businesses.
- Case studies of rejected names due to conflicts.

Module 5: Official Registration Process

- Create an account on the UK IPO website.
- Choose the correct class (Nice Classification for goods and services).
- Complete the application form.
- Upload required documents (design – description).
- Pay the fees (£170 for the first class + £50 for each additional class).
- Examination stage by UK IPO.
- Publication in the official journal.
- Opposition period (2 months, extendable).
- Receiving the registration certificate.

Module 6: Post-Registration

- How to use a registered trademark (™ and ®).
- Strategies to protect the trademark from infringement.
- Renewal process after expiration.
- Expanding protection to the EU and other countries via WIPO.

Module 7: Trademark Management and Disputes

- How to file an opposition against a similar trademark.
- Steps to defend your trademark if opposed.
- Dispute resolution and the role of UK courts.
- Legal costs and procedures with solicitors.

Module 8: Practical and Applied Training

- Workshops: Registering a real trademark step by step on the UK IPO website.
- Preparing an availability search report.
- Case studies (successes and failures).
- Final Project: Create a complete trademark (name + logo + registration plan).

Appendices and Supporting Resources

- Direct links to UK IPO resources.
- Templates for trademark licensing agreements.
- List of specialized UK trademark attorneys.
- Extra learning resources (courses + books + articles).

Learning Outcomes:

- Full understanding of UK trademark laws and registration procedures.
- Ability to register a trademark independently or manage the process with a solicitor.
- Knowledge of protecting and managing trademarks internationally.