Maximizing Your Trademark: How to Leverage Your Brand for Success Locally and Internationally

Leveraging your trademark can provide numerous benefits for your startup, SME, or business, both locally and internationally. Here are some ways you can leverage your trademark:[[1]](#footnote-0)

1. Protect your brand: Registering your trademark provides legal protection for your brand, preventing others from using similar marks to confuse consumers. This can help you establish your brand identity and maintain a competitive edge in the marketplace.[[2]](#footnote-1)

2. Build brand recognition: By using your trademark consistently in marketing and advertising, you can build brand recognition among consumers. This can help you establish a loyal customer base and increase sales.

3. Expand into new markets: Registering your trademark in other countries can help you expand into new markets and protect your brand from infringement. This can be particularly important if you plan to sell your products or services internationally.

4. License your trademark: Licensing your trademark to other businesses can provide a new source of revenue for your startup, SME, or business[[3]](#footnote-2). This can be particularly valuable if you have a strong brand and a loyal customer base.

5. Franchise your business: If you have a successful business model, you may consider franchising your business. This can help you expand your brand and generate revenue through franchise fees and royalties.

6. Collaborate with other businesses: Collaborating with other businesses that have complementary products or services can help you expand your reach and increase brand recognition. By leveraging your trademark in these collaborations, you can build brand awareness and establish your brand as a leader in your industry.

Overall, leveraging your trademark can provide numerous benefits for your startup, SME, or business. By protecting your brand, building brand recognition, expanding into new markets, licensing your trademark, franchising your business, and collaborating with other businesses, you can establish your brand as a leader in your industry and achieve long-term success.[[4]](#footnote-3)

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1. William Cornish and David Llewelyn, Intellectual Property: Patents, Copyrights, Trade marks and Allied Rights (5th ed. 2003) 3 [↑](#footnote-ref-0)
2. David Kitchin et al, Kerly’s Law of Trade Marks and Trade Names (14th ed. 2005) 10 [↑](#footnote-ref-1)
3. Trade Mark Act Cap T13 Laws of the Federation of Nigeria 2004 [↑](#footnote-ref-2)
4. F.O.Babafemi, Intellectual Property: The Law and Practice of Copyright, Trade Marks, Patents and Industrial Designs in Nigeria (2006) 187-188 [↑](#footnote-ref-3)