

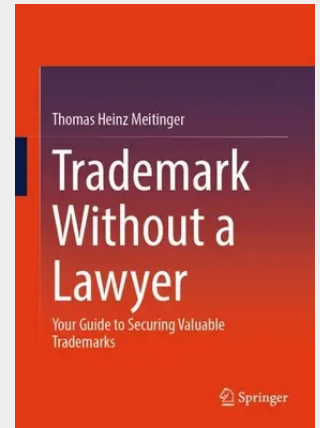
Meitinger

Trademark Without a Lawyer

Your Guide to Securing Valuable Trademarks

The specialist book provides complete know-how for trademark administration—from developing a brand name, determining the goods and services, to choosing the appropriate type of trademark. It explains at which patent and trademark office a mark can be registered. Trademark searches, trademark monitoring, and trademark enforcement form additional key topics. The book also outlines the legal options available for defending oneself against conflicting trademarks and shows how trademarks can be maintained and effectively managed.

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