

## **What is a trade mark?**

A trade mark is a sign that you can use to distinguish your business' goods or services from those of other traders. It can be graphically represented in the form of your company's name or logo.

Similar to how a domain name identifies *your* website or email address online, a trade mark serves to identify *your* goods and services in the marketplace.

As an illustration, below is an example of a trade mark and domain name a proprietor may wish to register for their business:

<b>Proprietor</b>	<b>Trade mark</b>	<b>Domain name</b>
ZXY 999 Jewellery Pte. Ltd.		zxy999jewellery.com.sg

## **What are the benefits of trade mark registration?**

Alongside registering a domain name, you should consider registering a trade mark to add a layer of protection to your brand identity. As the holder of a registered trade mark, you will have the ability to restrict other parties from using the registered mark in Singapore without your consent, and to prevent other later-filed trade marks – which are similar or identical – from being registered in Singapore.

A registered trade mark may also be exploited to add value to your business. For example, you may license your trade mark to third parties for commercial returns, or sell the trade mark for a sum down the road.

Once registered, a trade mark will be protected for a period of 10 years, and may be renewed upon its expiry.

## **How do I register a trade mark?**

You may file an application to register a trade mark with the Intellectual Property Office of Singapore (IPOS) via one of their following eServices:

### **a) IPOS Digital Hub Web Portal**

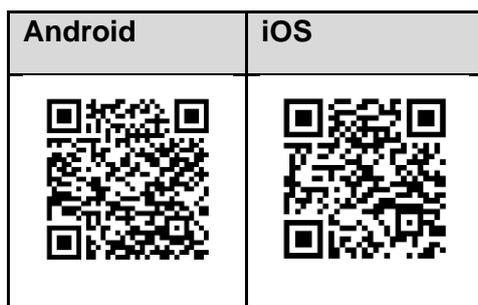
Allows you to file IP applications, conduct IP searches, and view IP journals online via your desktop browser.

You may access the web portal [here](#).

## b) IPOS Go Mobile App

Provides easy on-the-go access to key functions from IPOS Digital Hub via your Android or iOS mobile device, including the ability to file a trade mark application in just under 10 minutes.

You may download the application on Android [here](#), or iOS [here](#). Alternatively, you may scan the QR codes below:



For more information on pre-filing matters, please visit IPOS' website [here](#).

### **\*Latest news\* IPOS Go Mobile App – Brand Search**

IPOS' mobile application, IPOS Go Mobile, has launched a new search function named “Brand Search”, encompassing business names, trade marks, domain names, and social media usernames. Through this easy-to-use search function, users will be able to view consolidated results from all four categories just by conducting a single search. This is a useful tool for new businesses seeking to build a brand, as it provides an overview of the availability of a potential brand name.

The IPOS Go mobile is currently available for download on Android and iOS.

### **Some information on domain name**

#### **How to choose a domain name**

A recognized brand forms a positive impression of your company and helps build confidence in customer's buying decisions. Most websites are built to inform or act as an online retailing shop. A good website that comes with a good domain name reflects well on the brand and the company.

When choosing a domain name, it is advantageous that it is either an exact match of the brand name, a similar name to your brand or a description that leads to an understanding of your business. If the chosen name is not reflective enough of your brand, your potential customers may be led to a competitor's site with a more relevant name instead. Very often it is better to choose a meaningful, catchy and non-hyphenated name that is easy to pronounce and spell, making it easier to remember and minimising typo mistakes. For example, 'johncafe.com.sg'

is better than 'jcaf' to represent the cafe. Using plurals or the article 'the' is not advisable too because people generally forget to type in the 's' or 'the' when searching the Internet or typing in the browser.

### **How to register a .sg domain name**

All .sg domain names should be registered with an accredited Registrar because these registrars have gone through a verification exercise done by the registry to ensure that they are qualified. They have the proven knowledge on how to process registrations and provide assistance to help registrants manage their domain names. After having checked the availability of your preferred names on IPOS Digital Hub or Brand Search in the IPOS Go Mobile app, you may approach any of the listed accredited registrars supporting the IPOS collaboration programme on SGNIC's website [www.sgnic.sg](http://www.sgnic.sg). Do note that the domain name reservation service, as part of this collaboration programme, is only available on the IPOS Digital Hub and not the IPOS Go Mobile app.