**EXERCISE: Trade Marks**

**Do you use trade marks in your business?** Make a list of any trade marks you use in your business – for example, your company name or logo, or product names or logos.

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**Have you checked your freedom to use?** Have you considered whether the trade marks you use (or propose using) belong to other people? As a first step, check the trade marks. Make a note of your search results here. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Are you using the appropriate symbols?** If you have a registered trade mark you can use the ® symbol, but not otherwise. The symbol ™ has no legal significance in the UK, it simply signifies that the name or logo is being used as a trade mark.

Check details at <http://www.ipo.gov.uk/types/tm/t-manage/t-enforce.htm>

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