

# TRADEMARK GLOBAL REGISTRATION SERVICES

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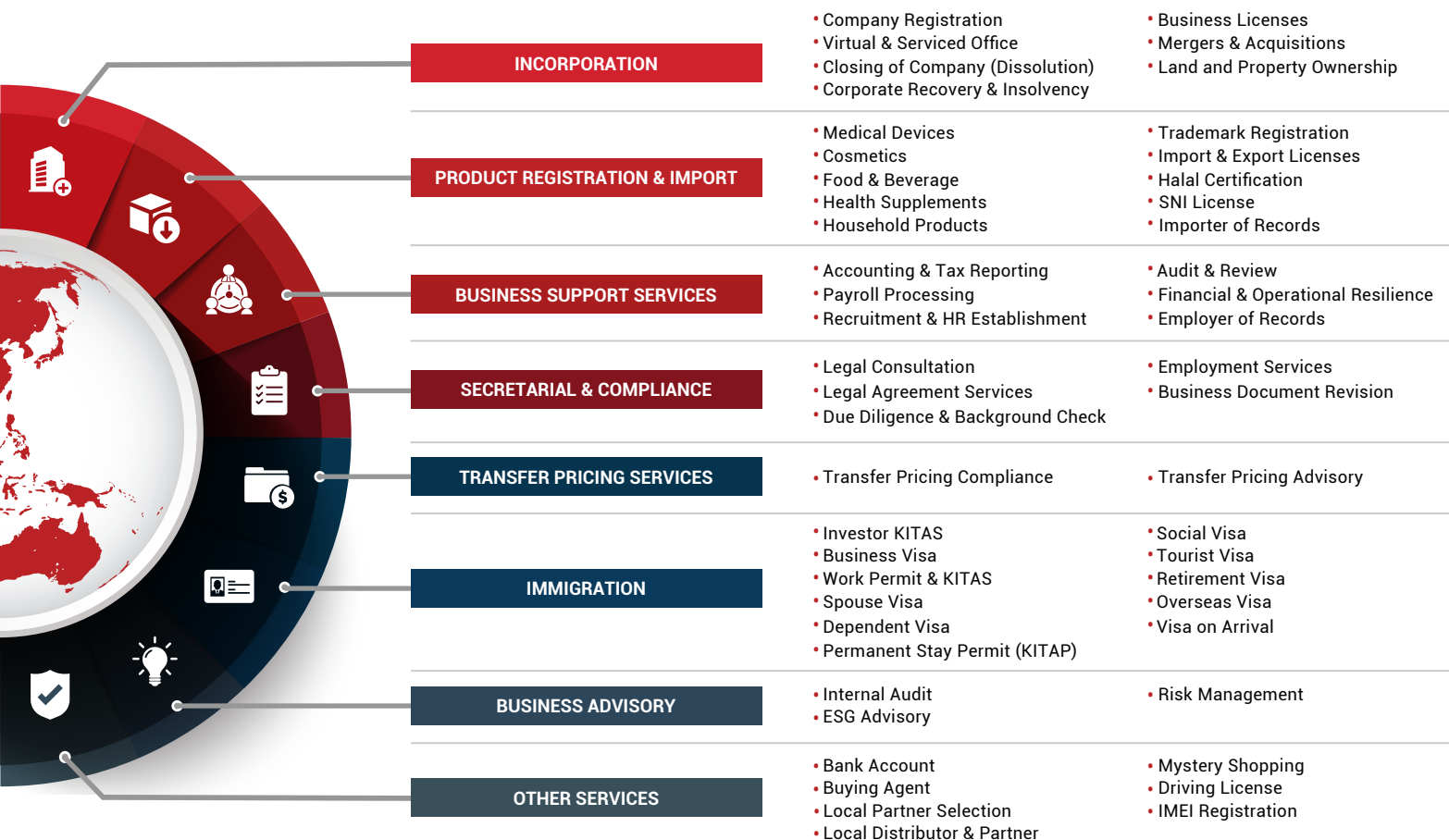
Protect Your Intellectual Property Rights Across **130+ Countries**

**Trademark | Copyright | Patent | Design**

## WHY INCORP?

At InCorp, our team of experienced trademark professionals can guide you through the entire trademark global registration process, from conducting a comprehensive trademark search to filing your trademark application, managing the prosecution process, and maintaining your trademark registration.

Headquartered in Singapore, InCorp Global is a leading provider of corporate services with an established regional presence across 8 countries including Australia, Hong Kong, India, Indonesia, Malaysia, Philippines, and Vietnam. The group services more than 15,000 corporate clients across various industries, including asset and fund managers as well as family offices.



SINGAPORE



HONG KONG



AUSTRALIA



INDIA



INDONESIA



MALAYSIA








PHILIPPINES



VIETNAM

## Benefits Of IP Protection

-  Safeguard your creations from unauthorized use with IP protection.
-  Gain a competitive edge in the marketplace.
-  Obtain exclusive control over your creations by obtaining IP rights.
-  Build a strong brand reputation.
-  Monetize your IP for additional income.

## Types Of Trademarks You Can Register



Sound Mark



Word Mark



Shape Mark



Figurative Mark

## Limitations & Exclusions

- Prior use
- Non-use
- Descriptive terms
- Deceptively similar marks
- Public interest
- Geographical indication

## What Other IPs Do You Need to Protect?

Apart from trademarks, businesses may also need to protect other types of intellectual property (IP), such as patents, copyrights, and designs.

**Patents** protect inventions and give the owner the exclusive right to manufacture, use, and sell the invention for a certain period of time.

**Copyrights** protect original works of authorship, such as literary, musical, and artistic works, and give the owner the exclusive right to reproduce, distribute, and display the work.

**Designs** protect the visual appearance of a product and give the owner the exclusive right to prevent others from making, importing, or selling products that look similar.

## Trademark Filing Options: **Madrid & Direct**

Madrid Filing*	Direct Filing
File a single application to cover over 130 countries	File separate applications for each country
Based on an existing national or regional trademark application or registration	Does not require an existing national or regional trademark application or registration
Simplified and centralised process through the World Intellectual Property Organization (WIPO)	Involves dealing with each country's national trademark office
Cost-effective as compared to filing separately in each country	Can provide greater flexibility and control over the filing process
Limited to countries that are members of the Madrid Protocol	Available to all countries, including non-Madrid Protocol countries
May have stricter examination and opposition procedures	Examination and opposition procedures may vary by country

*\* Note that under the Madrid Protocol System, before filing an international application, you must have first registered the trademark or filed an application domestically in the country of origin. A country of origin is a country that is a member of the Madrid Protocol where the applicant (person or entity filing the application) is a resident or national of or has a real and effective industrial or commercial establishment.*

## Steps To File **Direct Trademark**



## Steps To File **Madrid Trademark**



### Term of Protection



**10 YEARS**  
from date of filing

### Estimated Time Required

(Subject to method of application and other conditions.)



Average of  
**6-12 MONTHS**

## Protect Your IP Worldwide With InCorp Global

**83K+**

Trademark Applications  
in 40 Countries

**3K+**

Copyright  
Applications Filed

**500+**

Patent Searches &  
Applications Filed

**2,500+**

Design  
Applications Filed

## CONTACT US

✉ EMAIL US  
indonesia@incorp.asia

☎ CALL US  
+62 21 5010 1510

📍 ADDRESS  
AXA Tower 36th floor,  
Kuningan City  
Jl. Prof. Dr. Satrio  
Kav. 18, Kuningan,  
Jakarta Selatan 12940,  
Indonesia

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