

Applying for a Trademark

www.thaiinternationallaw.com



TRADEMARK & SERVICE MARK



โรงพยาบาลกรุงเทพ
BANGKOK HOSPITAL



COLLECTIVE TRADEMARK



CERTIFICATE TRADEMARK



เทศกาลความอร่อย



เชลล์ชวนชิม



WELL KNOWN MARK

SONY



Trademark Registered in Thailand

A Certain Person's
Name or Signature

Slogan or Motto

A Random Word

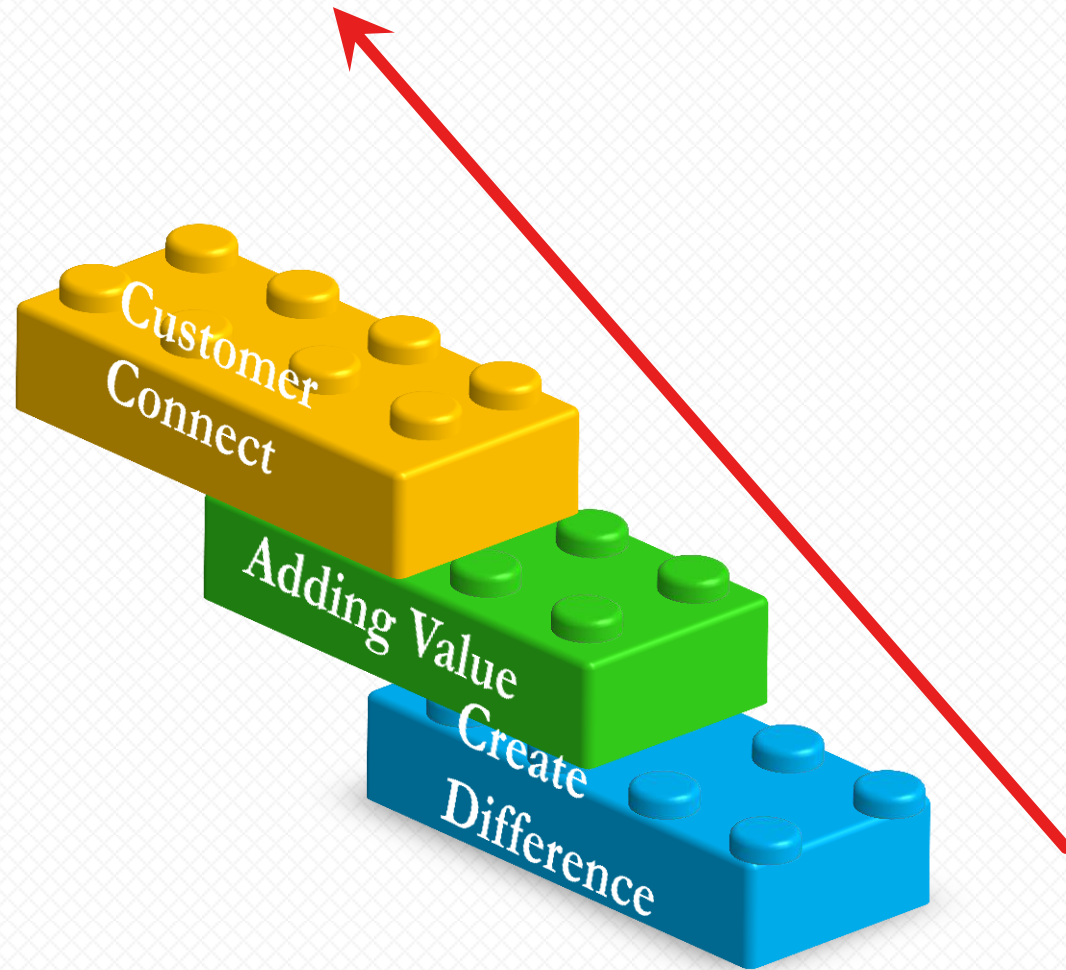
A name or picture that
has not been Registered
Before

A Picture of someone

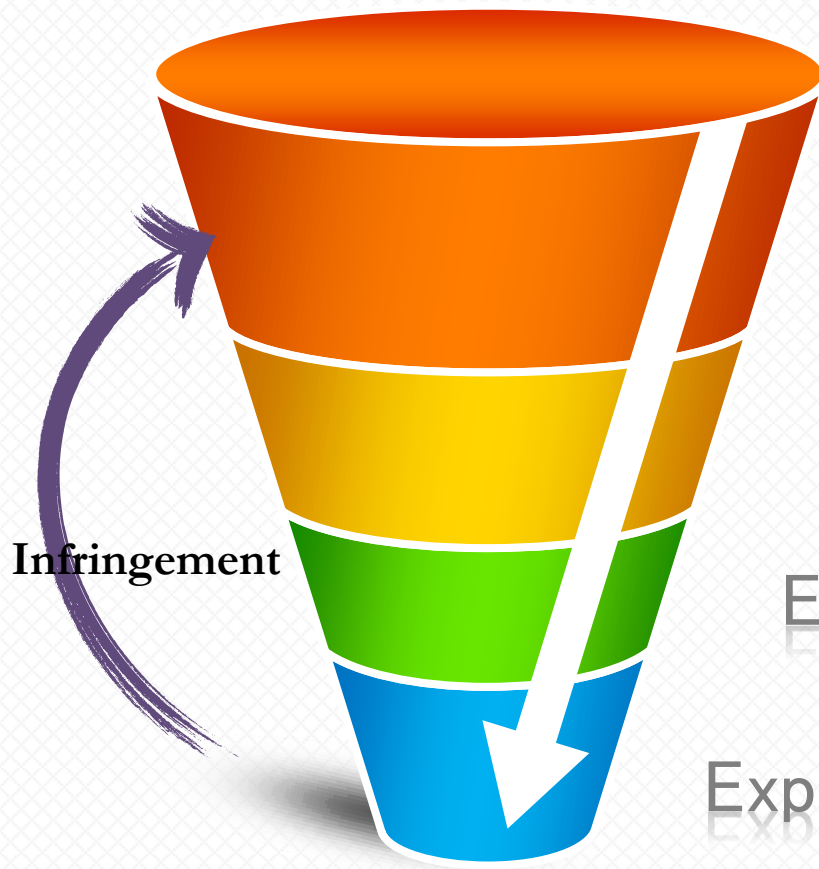
A generic color, number
or even a word that is
decorated

Protection of filing is only in
the country you file

Trademark = Branding



Why do you need to Trademark?



Expensive Company
Registration

Expensive Company Logo and
Slogan

Expensive Company Product
And Branding

Expensive Customer Relationship

Browser window showing a Google search for "มะขามสามรส" (Maha Sam Rong). The search results display various images of the product, including jars, bags, and bowls of the fruit. The browser address bar shows the URL: <https://www.google.co.th/search?q=%E0%B8%82%E0%B>. The search bar contains the text "มะขามสามรส". The browser tabs include "Why you should trade...", "มะขามสามรส - ค้นหา...", "Ads by Google", "free template powerpoi...", and "Free Diagrams PowerPo...". The browser's address bar also shows the text "+Wongsuda ค้นหา ค้นรูป แผนที่ Gmail ไดรฟ์ ปฏิทิน แปลภาษา ภาพถ่าย อื่นๆ »". The search results page shows the text "กำลังแสดงผลการค้นหาสำหรับ มะขามสามรส" and "ค้นหาค่าเหล่านี้แทน มะขามสามรส". The search results include images of various products, including jars of "มะขามสามรส" (Maha Sam Rong), bags of "มะขามสามรส" (Maha Sam Rong), and bowls of "มะขามสามรส" (Maha Sam Rong). The browser's taskbar shows the time as 6:31 PM on 3/30/2013.

Table 2 - Madrid System - Most Designated Contracting Parties (2011)

Number of designations by designated Contracting Party (Includes designations in new registrations and subsequent designations) - Growth rates as compared to 2010.

Designated Contracting Party	2007	2008	2009	2010	2011	Share	Growth
1 China (CN)	16,676	17,829	14,766	16,143	18,724	5.8%	16.0%
2 European Union (EM)	12,744	14,502	12,564	14,804	16,344	5.0%	11.9%
3 United States of America (US)	11,210	12,712	10,100	14,262	15,890	4.9%	11.5%
4 Russian Federation (RU)	15,455	16,768	14,150	14,250	15,691	4.8%	10.1%
5 Switzerland (CH)	14,528	14,907	13,161	12,469	13,695	4.2%	9.8%
6 Japan (JP)	12,348	12,748	10,386	11,124	12,211	3.8%	9.8%
7 Australia (AU)	9,848	10,529	8,575	9,222	10,453	3.2%	13.3%
8 Republic of Korea (KR)	8,988	9,539	7,755	8,336	9,821	3.0%	17.8%
9 Turkey (TR)	9,377	9,844	7,942	8,210	9,277	2.9%	13.0%
10 Ukraine (UA)	9,751	10,635	8,539	8,288	8,903	2.7%	7.4%
11 Norway (NO)	9,346	9,787	7,627	7,503	8,546	2.6%	13.9%
12 Singapore (SG)	7,005	7,607	5,957	6,444	7,589	2.3%	17.8%
13 Belarus (BY)	6,140	6,724	5,380	5,328	5,857	1.8%	9.9%
14 Croatia (HR)	7,059	7,482	5,967	5,531	5,463	1.7%	-1.2%
15 Viet Nam (VN)	4,381	4,966	4,169	4,345	5,120	1.6%	17.8%
16 Kazakhstan (KZ)	4,004	4,331	3,488	3,607	5,112	1.6%	41.7%
17 Serbia (RS)	5,956	6,315	5,130	4,837	4,989	1.5%	3.1%
18 Germany (DE)	7,184	6,955	5,593	5,260	4,908	1.5%	-6.7%
19 Egypt (EG)	3,141	3,338	2,816	3,941	4,487	1.4%	13.9%
20 France (FR)	6,443	6,035	4,735	4,307	4,175	1.3%	-3.1%
21 United Kingdom (GB)	6,502	6,204	4,671	4,398	4,148	1.3%	-5.7%
22 Morocco (MA)	4,194	4,362	3,762	3,928	4,104	1.3%	4.5%
23 Italy (IT)	6,618	6,171	4,713	4,382	4,069	1.3%	-7.1%
24 Israel (IL)	-	-	-	596	3,860	1.2%	547.7%
25 Bosnia and Herzegovina (BA)	3,976	4,041	3,771	3,870	3,754	1.2%	-3.0%
26 Spain (ES)	6,298	5,830	4,264	3,751	3,559	1.1%	-5.1%
27 Azerbaijan (AZ)	3,145	3,801	3,214	3,304	3,553	1.1%	7.5%
28 Republic of Moldova (MD)	4,274	4,346	3,385	3,489	3,445	1.1%	-1.3%
29 Montenegro (ME)	4,680	5,210	3,820	3,361	3,413	1.1%	1.5%
30 The former Yugoslav Republic of Macedonia (MK)	4,689	4,882	3,774	3,419	3,387	1.0%	-0.9%
31 Benelux (BX)	5,979	5,463	4,102	3,624	3,384	1.0%	-6.6%
32 Iran (Islamic Republic of) (IR)	3,352	3,463	3,006	3,088	3,384	1.0%	9.6%
33 Georgia (GE)	3,801	3,980	3,154	2,988	3,215	1.0%	7.6%
34 Austria (AT)	5,928	5,208	4,118	3,545	3,197	1.0%	-9.8%
35 Poland (PL)	5,553	4,815	3,724	3,261	3,143	1.0%	-3.6%

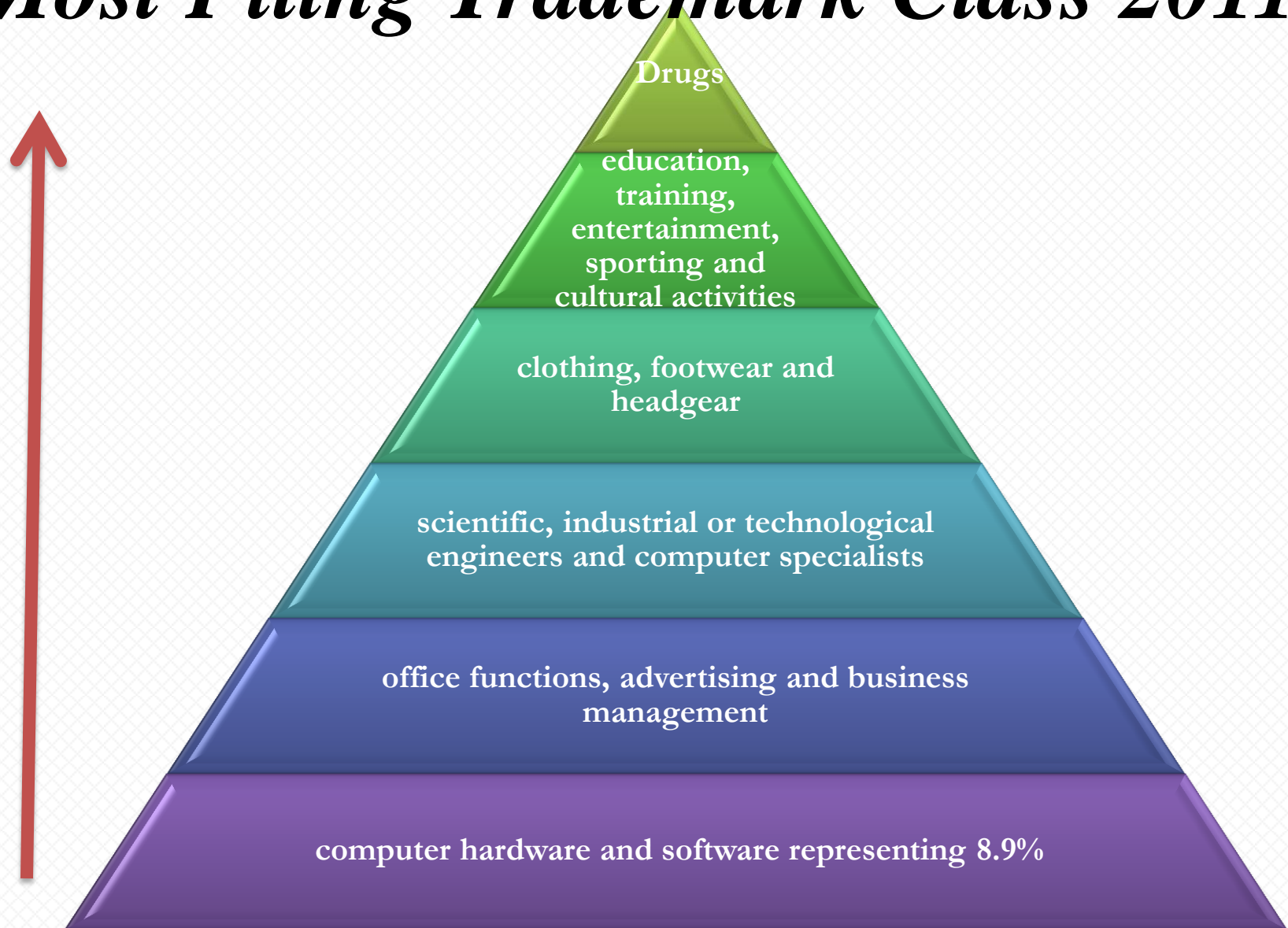
China Trend

- People are filing Trademark in China

AEC
Coming Soon

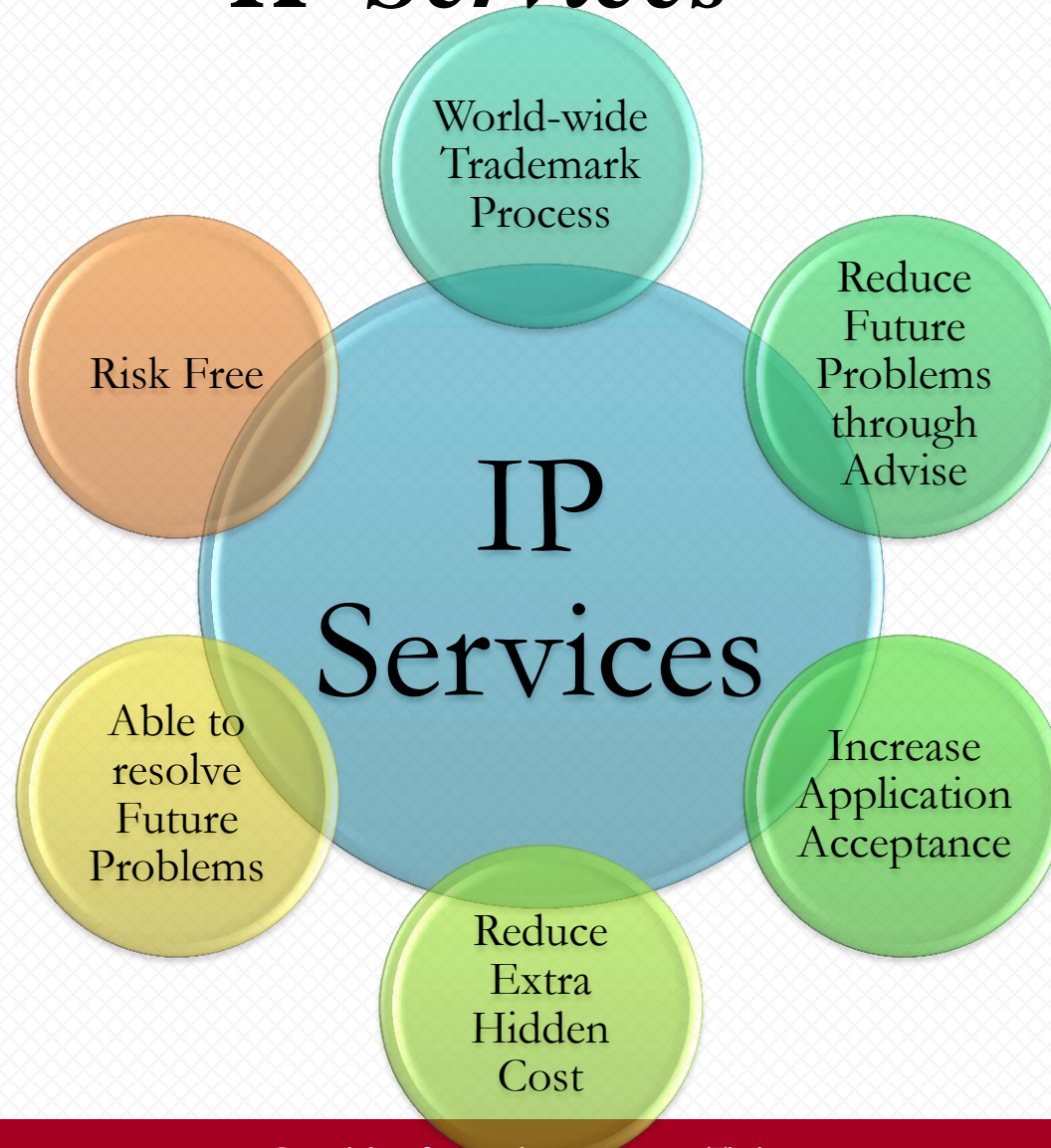
- more violations
- more infringement

Most Filing Trademark Class 2011





Strength of Thai International Law IP Services



IP Application Risk



We know our Customer's Need

Fast Response to
customers need

Reliable Lawyer with
Specialty

Compassion and
Honesty when they
come to consult us

Reasonable Price

Education on Service
And the Methodology
use to solve their
problem

Follow Up and Follow
Through of Service

Thai International IP Service Strengths

		Strength Ability		
		High	Medium	Low
IP Service Products	Money Back for our Service			
	Filing Risk Reduction			
	Time Reduction			
	Legal Contract Extension			
	Legal Advise Free			



Checked



Confused



Trashed

Thank you!

Thai International Law
Company Limited

www.thaiinternationallaw.com

support@thaiinternationallaw.com

Q & A

Free Gift