

## **WHY TRADEMARKS ARE SO IMPORTANT TO YOUR BUSINESS**

1. Trademarks make it easy for consumers to find you;
2. Trademarks help prevent marketplace confusion;
3. Trademarks are a very economically efficient communication tool;
4. Trademarks are your most enduring assets;
5. Trademarks support stronger sales volume, stronger margins, and can provide price maintenance legally;
6. Trademarks are relatively inexpensive to protect;
7. Trademarks allow businesses to most effectively utilize the Internet;
8. Trademarks are very effective against unfair competition.

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