Trademarks: A Guide To Official Trademark Literature

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Trade marks are registered for specific goods or services within individual subjects, known as classes. It is possible for others to register identical or similar
Trade marks send out strong signals. They influence our purchasing decisions daily: trade marks give fresh impetus, trigger emotions, occupy market positions. Trade marks create distinctive features that allow to distinguish branded goods and services of an enterprise from the products offered by competitors. Trade marks are advertising tools that provide useful orientation in the endless stream of advertising messages through words and pictures, shapes and sounds. It is the trade mark that turns an anonymous product into a unique branded article and sometimes, a few letters or a sign even b