

DEAN SHELDON SERWIN

ATTORNEY-AT-LAW
dean@deanserwin.com

1680 N. VINE STREET, SUITE 1011
HOLLYWOOD, CALIFORNIA 90028-8837

TEL.323.465.1735
FAX.323.465.1763

Outline of Trademark Issues

What trademark is and is not.

How it relates to copyright and where the crossovers occur.

What is protectable.

Who has trademark rights and how to protect them.

Basic process from start to finish:

Determining what exactly you are trying to protect

How to search if it is available for protection

What “classes” are and how to determine the “class[es]” in which to apply

How to file the application

What to do after you receive your registration.

How to use someone else’s trademark.

How to allow others to use yours.

What you can do if they use it without permission.

What is class 200.