MCHM LAWYERS

Chiarappa
Molinari
Maquiavelo
Abogados

EVERYTHING YOU NEED TO KNOW ABOUT TRADEMARK AND TRADE NAME REGISTRATION IN 2025

DATA PROTECTION AND INTELLECTUAL PROPERTY

Chiarappa
Molinari
Maquiavelo
Abogados

MCHM LAWYERS

DISTINCT IDENTITY

A trademark identifies products or services, while a trade name represents the business entity itself. Both serve different but complementary roles in a business strategy.

MCHM LAWYERS

Chiarappa
Molinari
Maquiavelo
Abogados

VOLUNTARY BUT STRATEGIC REGISTRATION

Although registering a trade name is not always mandatory, doing so offers legal certainty and exclusive usage rights, just like trademark registration.

MCHM LAWYERS

Chiarappa
Molinari
Maquiavelo
Abogados

EXCLUSIVE RIGHTS

Registering a trademark or trade name grants exclusive rights of use, which enables legal action against imitation or unauthorized use by third parties.

Chiarappa
Molinari
Maquiavelo
Abogados

MCHM LAWYERS

BUSINESS VALUE

Both trademarks and trade names are intangible assets that can increase a company´s value, facilitate expansion, and open doors to licensing or franchising opportunities.

MCHM LAWYERS

Chiarappa
Molinari
Maquiavelo
Abogados

www.mchmabogados.es/idiomas/en/

info@mchmabogados.es

950 106 453
674 21 65 59