



## SOUTH AFRICAN TRADE MARKS

### Information Required For New Applications

In order to advise you on whether your new trade mark is protectable, and to provide a costs estimate for trade mark applications, we require some detail from you:

#### Sample & Description

First, we will need to see a sample of your proposed trade mark. Your trade mark may be any of these:

- ★ a word or phrase
- ★ a logo
- ★ a phrase written in a special font
- ★ a combination phrase + logo

Second: we will need a brief description from you (a sentence or two is fine) on precisely what goods and/or services will have your trade mark displayed. For example:

| Logo                                                                                | Description                                                                                                                                                                                                                                                                                |
|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | We call this new logo the <b>FUNKY Y</b> . We want to use the logo on the fishing lures & rods that we import for sale. We also have our own range of fishermen clothing and gear, sold in-store and online. We also want to use our <b>FUNKY Y</b> logo on a fishing blog that we publish |

This information is extremely important to us, and it definitely effects both our advice and quote.

#### Other Information

Please advise us of the following information, too:

- ★ which entity / person would you like to own the trade mark application(s)?
- ★ what is that entity's / person's physical address?
- ★ which entity / person would you like us to regard as our client? It need not be the TM owner
- ★ is the trade mark something that you designed, or had designed for you? (If not, it is very important to describe this in detail to us)

As soon as we have this detail, we will be able to provide a personalised proposal, at no charge.



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