

What is a Copyright?

Definition: The exclusive legal right to reproduce, publish, sell, or distribute the matter and form of something (such as a literary, musical, or artistic work)

Registered Copyright Symbol ©

What is a Trademark?

Definition: A word, phrase, symbol or design, or a combination of words, phrases, symbols or designs, that identifies and distinguishes the source of the goods or services of one party from those of others


Trademark Symbols
 TM- *unregistered Trade Mark*
 SM- *unregistered Service Mark*
 ® - *Registered Trademark*

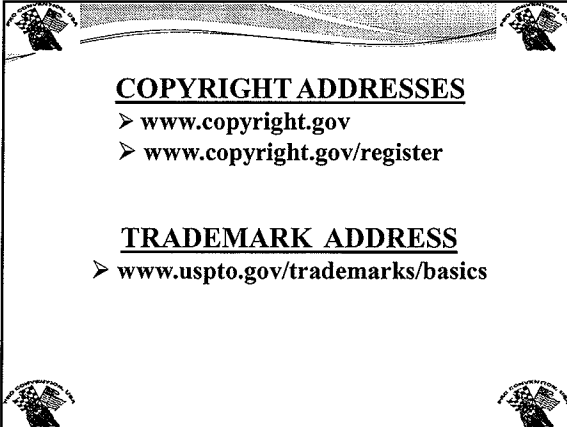
Benefits of copyright registration

1. Although copyright protection is automatic upon creation, registration provides a public record of your copyright, which makes it easy to dispute unauthorized duplication.
2. Registration is generally necessary before you can bring a lawsuit to enforce your copyright.
3. Registration within three months of the original publication date, or before infringement begins, allows you to claim "statutory" damages and attorney's fees when enforcing your copyright. "Statutory" damages are fixed by the court as an alternative to actual damages and are often sought when the measure of actual damages is difficult to determine.

Benefits of trademark registration

1. Constructive notice nationwide of the trademark owner's claim.
2. Evidence of ownership of the trademark.
3. Jurisdiction of federal courts may be invoked.
4. Registration can be used as a basis for obtaining registration in foreign countries.
5. Registration may be filed with U.S. Customs Service to prevent importation of infringing foreign goods.

	Copyright ©	Trademark TM/SM ®
Cost	\$35- electronic filing, \$50 - filing form CO (mail-in)	Starting at \$275 Electronic filing
Process Length	3 months e-file, 10 months for form CO or paper forms	from 1 year to several years
Duration	Life of author(s) plus 70 years, then public domain	10 years initial term, with proper maintenance, can endure indefinitely
Online Processing	Yes	Yes
Online Status Tracking	Yes	Yes
Registered By	Copyright Office of Library of Congress	United States Patent and Trademark Office (USPTO)

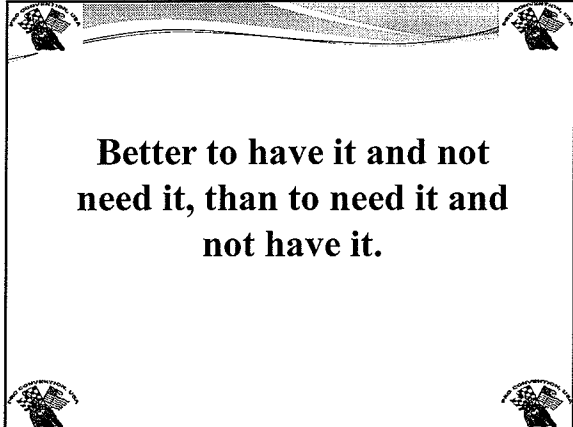


COPYRIGHT ADDRESSES

- www.copyright.gov
- www.copyright.gov/register

TRADEMARK ADDRESS

- www.uspto.gov/trademarks/basics



**Better to have it and not
need it, than to need it and
not have it.**