Trademark or Logo Registration in Italy

A trademark or logo is a distinctive sign that identifies a product or service on the market. In addition to representing your company and your brand, it is the way in which you differentiate yourself from competitors. – *Trademark or logo registration in Italy*

The trademark or logo may consist of words, images, sounds or combinations of these elements. The registration of the trademark gives the owner the exclusive right throughout the national territory, preventing third parties from using it without his consent.



Why Register a Trademark or Logo

Registering a trademark or logo is important for several

reasons:

Facilitating internationalization : trademark registration in Italy facilitates access to foreign markets.

Protect your intellectual property : Registering your trademark allows you to protect your investment in terms of time and money spent to create and develop it.

Avoid unfair competition : Prevent others from using a trademark similar to yours, causing confusion among consumers and damaging your reputation.

Increase the value of your business : A registered trademark is a business asset that can increase the value of your business.

Where and How to Register a Trademark or Logo

In Italy, the registration of a trademark takes place at the Italian Patent and Trademark Office (UIBM), a public office that depends on the Ministry of Economic Development. Registration gives the owner the exclusive right to use the trademark for the products or services for which it has been registered.

Registration Procedure

There are two ways to apply for trademark registration:

1. **Online** :
    - Access the UIBM portal with SPID, CIE or CNS.
    - Fill out the online application form.
    - Attach the required documentation.
    - Make the payment of the deposit fee.

2. **In paper form** :
    - Fill out the paper application form (available on the UIBM website).
    - Submit your application to:
        - UIBM territorial office.
        - Chamber of Commerce.
        - Post office (via registered mail with return receipt).

Documentation Required to Register the Trademark or Logo

Receipt of payment of the deposit fee.

Trademark registration application (completed and signed).

Reproduction of the brand (in digital or paper format).

List of products or services for which registration is requested.

Declaration of trademark ownership .

Power of attorney (if the application is submitted by an agent).



What is a Prior Search?

Before filing the application for registration, it is advisable to carry out a prior search to check whether similar or identical trademarks already exist. The search can be carried out using a professional.

Risks of Not Performing the Prior

Search

1. **Opposition to registration** :
    - An owner of an earlier trademark similar to yours may oppose your registration, causing you to waste time and money.

2. **Nullity of the trademark** :
    - Your trademark may be declared invalid if it is similar to a prior trademark, resulting in the loss of the right to use it and possible damages.

3. **Legal Actions** :
    - The owner of the earlier trademark can take legal action for infringement, risking fines and damages.

4. **Damage to reputation** :
    - Consumers may associate your brand with a low-quality product or service, damaging your company’s image.

5. **Loss of business opportunities** :
    - You may be forced to rebrand, with costs and delays, and lose market share.

Costs of Trademark or Logo Registration in Italy

The costs of registering a trademark vary depending on the method of filing the application (online or paper), the number of classes of products or services for which registration is

requested and the need to carry out a prior art search.

Registration fees

- **Filing fee** : €143 for one class of goods or services, €34 for each additional class.
- **Registration fees** : €163 for national registration, €333 for international registration.

How We Can Help You Protect Your Trademark or Logo Registration

Our lawyers offer essential support to companies in registering their trademark or logo in Italy, a crucial step to protect the corporate identity and ensure a competitive advantage on the market.

With a deep knowledge of Italian and international intellectual property law, our experts guide companies through the entire registration process, from the preliminary verification of the uniqueness of the trademark to the filing of the application at the Italian Patent and Trademark Office (UIBM).

We offer strategic advice on how to maximize the legal protection of the brand and manage any oppositions or disputes, ensuring that the brand or company logo is effectively defended. Our assistance also includes post-registration monitoring to prevent infringements and improper use of the brand, thus ensuring that companies can focus on their core business with greater peace of mind.