

5 WAYS TO PROTECT YOUR BRAND

"All the years of marketing and branding can be lost in one lawsuit if you have not legally protected your brand," says intellectual property litigator Becky Christensen. Here are more ways to protect your brand.



1. Make sure that your brand is represented by logos, tag lines or marks that are unique to your business and will not be confused or mistaken for another company, even in a different industry.

2. Think strategically so that your brand is appropriate for future product and channel expansion. Don't limit your brand to a single product or distribution channel.

3. Try to use terms that are fanciful or made up, but communicate your business theme. Famous examples include "Safeco" insurance, "Dunkin' Donuts" and "Energizer" batteries.

4. Use color and unusual fonts and graphics to make your brand instantly recognizable.

5. Use professionals to manage federal trademark registrations, but if funding is an issue, you can register a mark by visiting the U.S. Patent and Trademark Office at www.uspto.gov. **OCM**

Becky V. Christensen, Esq. is a founding partner of Irvine-based O'Connor Christensen & McLaughlin LLP. Her litigation career spans more than 20 years.

LIGHT BULB MOMENT



"In the middle of the night, upon return from a business trip to France, I had an epiphany about becoming a motivational speaker, focusing on ways to generate high performance. This was when I formulated a road map for a public seminar enabling people to fulfill their own human potential. I realized then I would soon leave my corporate job and pursue my calling in Communication Dynamics."

—Orange County entrepreneur KENNETH ROBERTS, president & CEO of Communication Dynamics, Inc.



INBOX

KIOSKS: TEST MARKET Those little carts you see in the middle of shopping malls, known as kiosks, can serve as a launching point for your product. According to the trade magazine Specialty Retail Report, kiosks have been a point of entry into the retail industry for many years because of their low overhead. They can serve as a business incubator for those with consumer products. With start-up costs as low as \$5,000 (including merchandise), kiosks are an attractive place to hang your first "open" sign. The magazine also reports that as many as 25% of the 50,000 kiosks in the country's shopping malls are owned and operated by immigrants from India and Asia.

LESS WORK NETS HIGHER OUTPUT

Want to increase effectiveness, retain your best talent and enjoy better employee relations? Tell your employees to lay off all the hard work. According to researchers at Michigan State University, in a collaborative study with McGill University, companies that empowered employees with more flexible working arrangements and reduced workloads were rewarded with increased productivity

and teamwork. The report, "Making Flexibility Work: What Managers Have Learned About Implementing Reduced-Load Work," is detailed on <http://flex-work.lir.msu.edu>.

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BEST BRANDS

The Interbrand Corporation recently rated 2005's top 10 brands for Business Week, using a number of factors that include estimated future earnings, global impact, and the portion of the company's earnings attributed to the brand.

TOP 10 BRANDS FOR 2005

1. COCA-COLA
2. MICROSOFT
3. IBM
4. GE
5. INTEL
6. NOKIA
7. DISNEY
8. McDONALD'S
9. TOYOTA
10. MARLBORO

