

BRANDMARK VS TRADEMARK

Brandmark



- Brand mark is an identifiable but non-legalized division of a brand
- Brand mark is a non-legitimate term.
- Brand mark includes a logo or design, or a unique color combination that helps in recognition of the company
- Brand mark examples are the striped logo in the Adidas, the cat in puma, etc.

Trademark



- Trade mark can be considered as a brand division of a brand. It legally controls other companies from using it
- Trademark is a legitimate term
- It gives a business excluding the possession of the name and symbol of the brand
- Example of a trade mark includes the image of the girl in Amul and 'Maharaja' in air India

Trademark Comparison Guide

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