

REGISTRATION OF TRADEMARKS**Nematova Visola Uktamjon qizi**

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Abstract : This article written by the author based on various sources to provide information about the steps and documentation of trademark.

Keywords: brand name, logo, slogan, trademark, intellectual property, Nike, Apple, Barbie, Pepsi.

In today's developing era, various achievements are being made in the field of intellectual property. Modern technologies, new inventions and useful models are being created every day. In particular, many selection achievements are being achieved. All of this is considered intellectual property. All these form the right of ownership. In some cases, when the goods are not registered in the name of their owner, there are violations of the right of ownership

Trademark registration provides several benefits, including legal protection against infringement, the ability to sue for damages in case of infringement, and establishing a strong brand identity in the marketplace. It is advisable to consult with a trademark attorney or intellectual property professional to ensure a smooth and successful registration process. We can give examples of brands that are famous all over the world for their design. For example, Apple, Barbie, Nike, Pepsi, etc.

The registration process typically involves the following steps:

1. Trademark Search: Conduct a comprehensive search to ensure that the proposed trademark is not already registered or being used by someone else in a similar field;
2. Filing the Application: Prepare and file the trademark application with the relevant authorities, such as the Patent and Trademark Office or the Intellectual Property Office. The application includes details about the mark, its owner, and the goods or services associated with it;
3. Examination: The trademark office examines the application to check for compliance with legal requirements, including distinctiveness and non-confusion with existing trademarks. They may issue an office action requesting additional information or clarification;
4. Publication and Opposition: If the application meets all requirements, it is published in an official gazette to allow third parties to oppose the registration within a specified period. If no oppositions are filed, the application proceeds to the next step;
5. Registration: Once the opposition period expires without any oppositions or if any oppositions are successfully resolved, the trademark is registered, and a certificate of registration is issued. The owner can now use the registered trademark symbol (®) to indicate their exclusive rights;
6. Maintenance: Trademark registrations usually require periodic renewals to maintain protection. The owner must file renewal applications at specific intervals, usually every 5-10 years, depending on the jurisdiction¹.

On approval of the rules for drawing up, submitting and reviewing an application for registration of a trademark and a service mark. (Registered by the Ministry of Justice of the Republic of Uzbekistan on July 29, 2009 with the number 1988)².

¹ <https://lex.uz/docs/-1503637>

"On Amendments and Additions to the Law of the Republic of Uzbekistan "On Trademarks, Service Marks and Names of the Place of Origin of Goods"³ Orq of the Republic of Uzbekistan dated September 19, 2007 In accordance with Law No. 11 (Collection of Legislative Documents of the Republic of Uzbekistan, 2007, No. 37-38, Article 379), I order:

1. The rules for drawing up, submitting and reviewing an application for trademark and service mark registration should be approved in the appendix;
2. Order of the Director of the State Patent Office of the Republic of Uzbekistan dated October 11, 2000 No. 51 "On approval of the rules for drawing up, submitting and reviewing applications for registration of trademarks and service marks"⁴ (2002, No. 21);
3. This order shall enter into force ten days after its state registration in the Ministry of Justice of the Republic of Uzbekistan.

REFERENCES:

1. <https://lex.uz/docs/-1503637>

² <https://lex.uz/docs/-1503637>

³ <https://lex.uz/docs/-1503637>

⁴ <https://lex.uz/docs/-1503637>