

1) Word Trademark - This is where you trademark a word.

e.g. Betty's Cakes

This is classed as a **"Single Application."**

If trademark is granted successfully, you can add the [®] symbol every time you write the word "Betty's Cakes" anywhere.

e.g. **Betty's Cakes[®]**

2) Logo Trademark

e.g.



This is classed as a **"Single Application."**

If trademark is granted successfully, you can add the [®] symbol every time you use your logo anywhere.

3) You can also get a logo trademarked where a word makes up part of the logo design.

e.g.



This is classed as a **"Single Application."**

If trademark is granted successfully, you can add the [®] symbol every time you use your logo anywhere.

4) If you want to get a word and a logo trademark Separately

e.g.

a) Betty's Cakes

and

b)



This will be classed as “**Multiple Application.**”

You will need to submit two separate applications for this.

If trademark is granted successfully, you can add the ® symbol every time you use your logo and also every time you write “Betty’s Cakes”.