

## What Is Trademark Infringement?

### Trademark Infringement

**Trademark infringement** is defined as the unauthorized use of a trademark or service mark. This use can be in connection with goods or services and may lead to confusion, deception, or a misunderstanding about the actual company a product or service came from. Trademark owners can take legal action if they believe their marks are being infringed. If infringement of a trademark is proven, a court order can prevent a defendant from using the mark, and the owner may be awarded monetary relief.

### What Does It Mean to Have a Registered Trademark?

Owners of a trademark may register it through the U.S. Patent and Trademark Office. A **registered trademark** is a symbol, word, or combination that represents a company or a product and differentiates it in the market. A registered service mark represents a service. Though trademarks do not have to be registered in the U.S., a federal trademark registration does provide exclusive usage rights in relation to specified products or services. It also provides public notification of ownership.

### Related Capabilities

Trademark Litigation, Prosecution & Brand Protection