

What every startup should know about trademarks



As a startup, entrepreneurs spend a lot of time, energy and other resources developing a corporate name, symbols and logo. They need to safeguard these interlocking key elements of their business.



Take the first step on your entrepreneurial journey with PwC

Before registering your company, we can assist you in conducting comprehensive trademark searches to check that you do not infringe another company's trademark and domain name rights.

We use the availability searches as a creative tool, looking at who else is out there in your space with similar names; getting new ideas for names that are different and unique.

We think with you more broadly, building up a consistent strategy for your company's name, your house trademark and your web presence through a domain name.

We ensure trademark protection in Switzerland and abroad by registering your trademarks nationally, regionally and internationally.

We secure core domain names for your company name and for product/service brands that will resonate with customers and your overall branding strategy.

Are you a startup?



Interested?

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