



**DAY 1: Packaging and Branding of and IP Business Asset
7th March 2023**

The Brand: What is your origin story?

What makes your product unique?



Brand is an evolution:

Your brand helps communicate your values to your customer, what are your values?
Be clear to your audience!



Original design featuring the dancer and origin



COMPANY TM: Revised for TM protection / IP office to provide guidance & use search tools (USPTO, EUIPO, WIPO global brands, Caribbean class database)



PRODUCT TM: Simplified for retail and packaging design (company owns TM)



Redesigned to have a distinctive 'dancer mark' IP lawyers vs. brand designer

Use of IP on other branding tools.. company stationary, shop design.



Use of IP on other branding tools.. products!



Third party use of your brand

- How will your branding be used in different formats and with commercial partners?



Third party use of your brand..



Brand guideline for partnerships.. (a bad example)



Brand Guideline Checklist...

- Document your brand mission statement.
- Get to know your audience.
- Articulate your brand vision.
- Understand your brand values.
- Choose your brand logo.
- Select colours and fonts to represent your brand.
- Develop your brand tone and voice.
- Understand your brand's visual and audio elements.

What does your brand say about you?

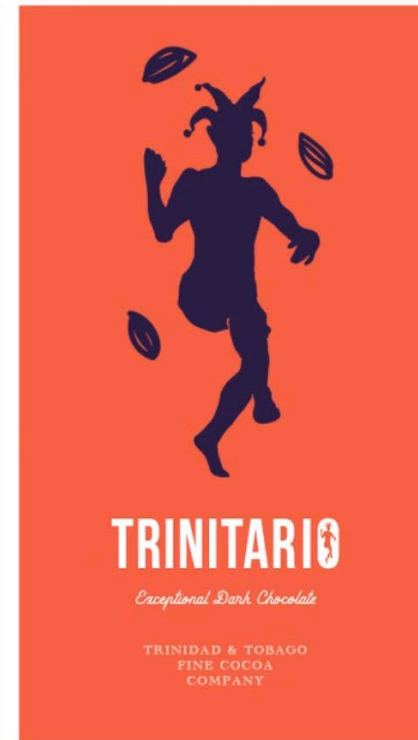
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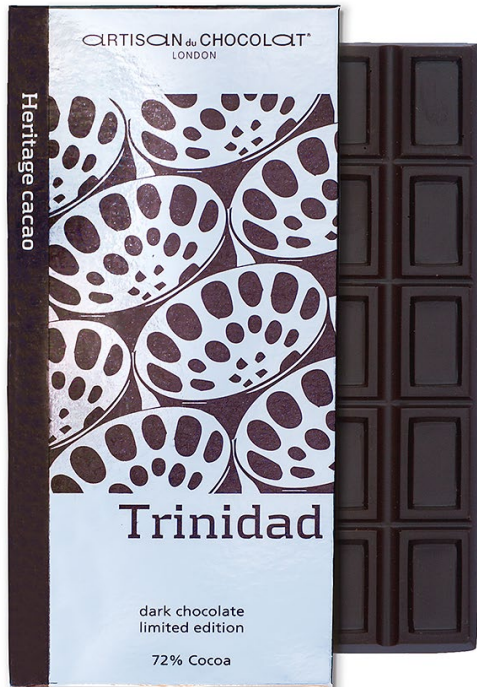
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Intellectual
Property Rights &
Innovation

What does your brand say about you?



Why is the packaging IP important?

- What does your packaging and branding say about your product
- Protection of packaging and industrial design is key for the local and export market (Madrid, Hague)



Why is the packaging IP important? Be distinctive!!

Mast vs. Vast



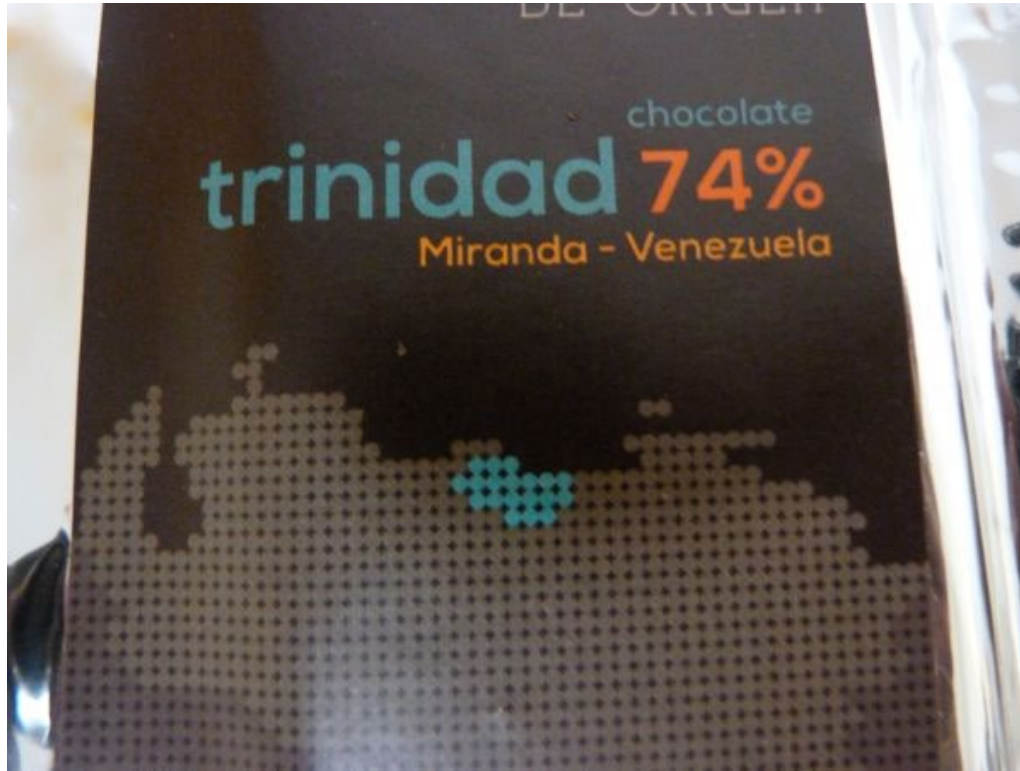
Learn from mistakes!



Learning from mistakes - use of national emblems!



False claims - Consumer confusion?

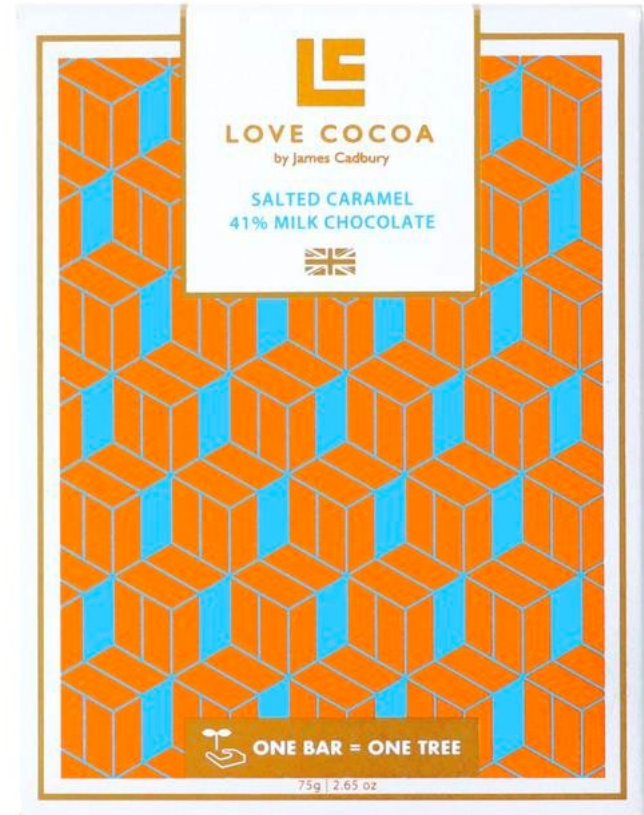


Be honest!



Branding and social media.

- Its important to check your brand isn't registered elsewhere on both social media platforms and TM registers.. James Cadbury (Love Cocoa by James Cadbury) vs Cadbury (Kraft Foods)
- The more unique the brand, the harder to replicate.. be distinctive
- Consumers will always check your claims on social media, be careful what you claim!! (J'Ouvert rum Michael B. Jordan case study)



Why trademark and packaging IP is important?

- Protection of brand in both local and export markets
- It communicates what your brand values
- Prevents others from copying and false claims of origin
- Increase awareness to consumers of your product
- Helps to create a 'unique' experience for the consumer.. **'a protected story'**.

Key questions:

- What is your origin story?
- What makes you unique?
- What are the values you want to communicate?
- Have you conducted an IP search on your TM both locally and export markets?
- Have you searched social media handles and website domains locally and internationally?
- Does your packaging meet your target market requirements?

Relevant links:

- EUIPO - <https://euipo.europa.eu/>
- WIPO - <https://www.wipo.int/portal/en/index.html>
- Caribbean Class - <https://caribbean-tmclass.euipo.europa.eu/ec2/>
- USPTO - <https://www.uspto.gov/>
- TT IPO - <http://ipo.gov.tt/>
- CarIPI website - <https://internationalipcooperation.eu/en/caripi>

Thank you

