

	<p>from using the Official mark or very similar marks in trade.</p> <p>(1) If someone else in Canada tries to file a trade-mark application for a mark that looks a lot like either Town logo, the Trade-marks Office may 'cite' your Official Mark against that person's application and effectively stop it.</p> <p>(2) If you become aware of someone using the Town's logos without authority, for t-shirts say, you can get a court order to stop it.</p>	<p>specified wares and services. Registered trade-marks allow the owner with a broad set of weapons.</p> <p>A registered trademark owner may not only stop other parties from using the trade-mark or a confusing similar trade-mark, but may also sue for <i>damages</i> for infringement, recover infringing goods, require the destruction of infringing goods, among other things.</p> <p>Let me show you the difference with an example: Let's say the Town has concerns about people making and selling t-shirts with the Bracebridge heart logo without the Town's authority. An Official Mark would allow you to get a court order to stop them; a registered trade-mark would allow you to not only stop them, but to have the infringing t-shirts destroyed and to seek money damages from the infringer as well.</p>
What is the process?	<p>Filing of Official Notice with Trade-marks Office</p> <p>Advertisement of Official Notice in Canadian Trade-marks</p>	<p>Filing Trade-mark Application</p> <p>Examination by TM Office</p> <p>Advertisement in Canadian TM Journal</p> <p>(Opposition may be filed by third parties)</p> <p>Registration</p>
How long does it take?	2-4 months	2 years, if unopposed
Certificate Available?	No	Yes
Cost - per logo	\$1000.00* inclusive	\$2500.00 base fee