



The Challenge:

Enhance Trademark Potential for Color, Shape, and Logo Combinations

The Approach:

Create Designs with Trademarks in Mind

Patent and trademark protection provides critical support for the commercial success of your products. Such protection establishes your right to prevent others from using identical or similar positioning to misdirect the important messages and impressions that you are creating in the marketplace.

The BEST® Brand Enhancement System for Tablets can help you to effectively and efficiently turn your new product into a unique *Tablet Icon*® that offers you the opportunity to achieve valuable trademark protection. Some of the major factors for consideration include:

- **Creating Trademark Strength**—Trademark protection is dependent on the strength of product distinction. BEST® brand enhancement services and technologies employ powerful design attributes such as color, gloss, pearlescence, shape, logo, markings and additional sensory factors that offer you the ability to develop the strongest product distinctions possible.
- While a particular color alone may not afford significant protection, the use of a unique color and shape combination can create a distinctive image that can become a trademark. Using proprietary virtual imaging technologies, BEST® consultants can quickly generate a variety of options to help meet your objectives.
- **Trade Dress**—On-tablet visual branding and trade marking can now reinforce other aspects of trade dress relating to appearance, labeling and packaging that can be used to enhance product distinction. Let the BEST® experts help you in the development of an integrated approach to trade dress that reinforces product distinction and will lend itself to formal protection.
- **New Design Patent Protection**—Design patents provide protection for the functional and/or cosmetic aspects of a product. Working with your patent attorney's guidance, BEST® consultants have the

experience and capability to provide you with proven services and technologies that can turn your new tablet into a distinctive, branded product with a unique look, functionality and personality.

The BEST® Tablet Icon® Solution:

Achieve a lasting appeal and connection with your customers, along with product protection, by creating a unique *Tablet Icon*® through the utilization of BEST® expertise, service and technologies.

