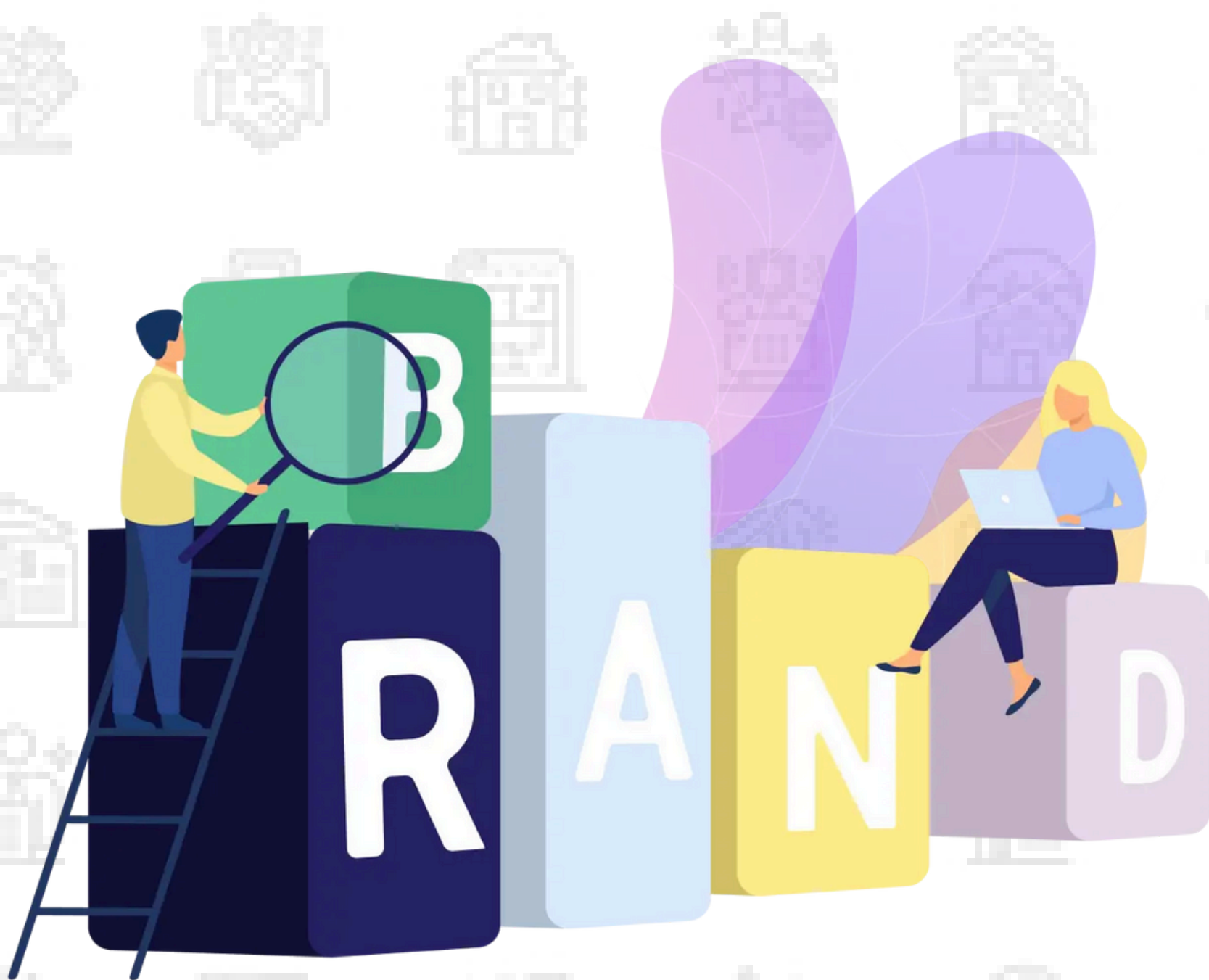


TRADE DRESS

Your Brand's Secret Sauce: Trade Dress 101



Your brand's look speaks louder than words—make it count

What is Trade Dress?

“It’s the look that makes you stand out in the crowd!”

- The overall visual appearance of a product or service



- Includes packaging, color, shape, and design.



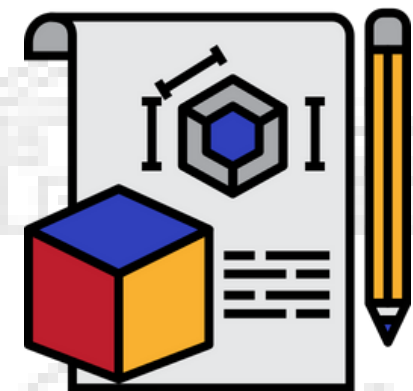
- Distinguishes your brand from competitors



Key Elements of Trade Dress

“Shape, Color, and Style – All in the Details!”

- **Shape: Product form**



- **Color: Iconic brand colors**



- **Design: Unique patterns or packaging graphics**

- **Ambiance: Store or décor**



Why Trade Dress Matters

“Your brand’s personality... in design!”

- Boosts consumer recognition and loyalty.



- Helps differentiate your brand from competitors.



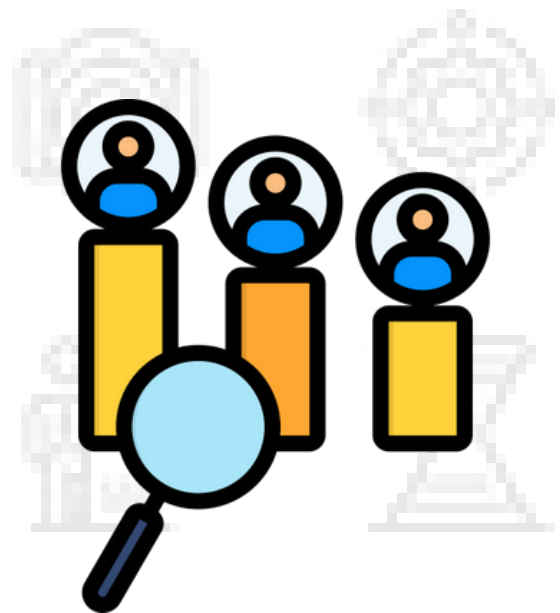
- Provides legal protection against infringement.



Safeguard Your Brand's Look

“Your brand’s style deserves the best protection!”

- Register your IP Rights with the Intellectual Property Office (India).
 1. Online/regional offices.
 2. Submit clear representation and proof of distinctiveness.
- Monitor the market & competitors.
- Enforce with cease-and-desist or lawsuits if needed.



***“Stand out, stay
protected, and keep
your brand strong!”***



**Ready to rock your brand's unique look?
Let's protect it!**