LEGISMITH PARTNERS LLP

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TRADEMARK PLAYBOOK | INDIA

Register Your Trademark

Process, requirements and the full investment, from search to certificate. Read it in 4 minutes.

15 years of IP prosecution | 2,500+ IP matters handled | Exclusively IP | Clients across India & overseas

Use ™ within days	₹24,500 + GST	Objections included	10 years
filed within 48 hours of your approval of the final application	all-inclusive per mark, per class (MSME / startup / individual)	ER reply and hearing covered, no second invoice	protection, renewable indefinitely

Not sure your name is available?

Talk to our trademark attorney **Santosh Sangle** for free: Book a 30-minute trademark consultation | or WhatsApp your brand name. Or start with our **₹999 search and registrability opinion**, adjusted in full if you file with us.

01 WHAT IS A TRADEMARK, AND WHY REGISTER IT?

A trademark is a unique sign, symbol, word, logo, or any combination of these that lets customers identify your products or services and distinguish them from another business's. It is the face your customers recognise and trust. A **registered trademark is a business asset that appreciates as your brand grows**; it is valid for 10 years and can be renewed indefinitely.

An unregistered mark gives you no statutory right to stop a competitor from copying it.

Every week you trade without filing, someone else can file your name first, and India is a **first-to-file** country. Rebranding later costs far more than registering today.

02 WORD MARK OR LOGO? FILE THE WORD FIRST



We recommend **filing the word mark first**: it protects the name itself in any font, colour or style, and gives broader protection than a device (logo) mark. Add the logo as a second application once the word mark is filed. If budget allows only one filing today, file the word.

03 YOUR JOURNEY: SEARCH TO CERTIFICATE

Step and timeline	What happens
Step 1: Day 1	**Class selection and trademark details.** We map your business to the correct NICE classes. A wrong or incomplete class is the most common and costly filing mistake.
Step 2: Days 1 to 2	**Trademark search and registrability opinion.** Identical and similar marks, and risks under Sections 9 and 11 of the Trade Marks Act, 1999, assessed before filing.
Step 3: Days 2 to 3	You approve the final application and we file it. **You can use the ™ symbol from this day.**
Step 4: Months 6 to 9	Examination report reply, and hearing with written submissions if the Registry requires one. **Both are included in our fee**; this is the stage most low-cost filers charge extra for, or miss entirely.
Step 5: Year 1+	Advertisement in the Trade Marks Journal, the 4-month opposition window, and registration. You may then use the ® symbol.

Every deadline is tracked on **LegiDesk**, our case-management system, and you receive a WhatsApp and email update at every stage, so your application is never silently abandoned.

04 DOCUMENTS REQUIRED: JUST THREE THINGS

- **Your mark:** the exact word or name; for a logo, a clear high-resolution image.
- **Description of goods or services:** or simply your website link / brochure. We prepare the specification from it.
- **Power of Attorney:** signed (template provided). Individuals and sole proprietors need nothing more. Companies, LLPs and partnerships: POA signed by an authorised signatory, plus your MSME (Udyam) or Startup India certificate to claim the lower government fee.

05 YOUR INVESTMENT: TWO OPTIONS, ONE HONEST TOTAL

Your total investment has two parts. **Professional fees** are paid to Legismith for the legal-technical work. **Government fees** are the Trade Marks Registry's statutory charges, charged at actual with no margin. Choose one of two options:

Start here: Search & Registrability Opinion, only ₹999

Before anything is filed, we search and give you a clear opinion: file, refine, or rethink. **The ₹999 is adjusted in full against either option below** if you proceed within 30 days. If the search blocks your name, the same fee covers a search of one alternate name.

Option A: All-Inclusive Package (most clients choose this)

Description	Individual / Startup / MSME	Other & large enterprises
Professional fee: search, filing, Power of Attorney, reply to Examination Report, hearing appearance & written submissions, registration certificate (per mark, per class)	₹20,000 + 18% GST	₹20,000 + 18% GST
Government filing fee (per mark, per class), paid to the Trade Marks Registry at actual	₹4,500	₹9,000
Total investment (per mark, per class)	**₹24,500 + GST**	**₹29,000 + GST**

Option B: Stage-wise (pay as each stage arrives)

Stage	Professional fee
Stage 1: Search & application filing	₹9,000
Stage 2: Reply to Examination Report	₹7,000
Stage 3: Hearing appearance & written submissions	₹7,000
Stage-wise total (per mark, per class) + government fee as above	**₹23,000 + GST**

The package saves you ₹3,000 and locks your professional fee today.

No separate invoices on the package route, whatever objections the Examiner raises.

Second class for the same brand, filed together? Professional fee for the second class is ₹15,000 instead of ₹20,000. **Payment terms:** package paid at the start; stage-wise, each stage is paid as it begins. For businesses, GST is fully claimable as input tax credit.

Terms: 18% GST applies on professional fees only; government fees are GST-exempt and charged at actual. Fees are per mark, per class. Opposition proceedings, if a third party opposes your mark, are quoted separately in writing before any work begins.

The Legismith Refund Promise

Search says no? No filing money is taken. If our search and opinion advise against filing and you stop there, you pay only for the search.

48-hour filing promise. Once drafting is complete and you approve the final draft, we file within 48 hours, provided your complete documents and payment are in. If we miss this and the delay is ours, that stage's professional fee is refunded.

Our error, our cost. If your application suffers because of an error or a missed deadline on our side, we redo the stage at no professional fee and refund the fee charged for it.

Government fees are the one exception. Fees paid to the Trade Marks Registry belong to the Trade Marks Registry and cannot be refunded by anyone. Every filer in India works under the same rule.

06 WHY BRAND OWNERS CHOOSE LEGISMITH PARTNERS LLP

Typical firms & filing platforms	Legismith Partners LLP
Low initial fee to win your business, then separate invoices for the objection reply, hearing and every follow-up: often two to three times the original quote.	**One transparent price.** Flat and predictable, covering the full scope from filing to registration.
Applications filed without a real search. Section 9 and 11 objections arrive as a surprise and are handled poorly.	**Search first, file smart.** Every application is preceded by a search and a clear legal opinion.
Examination reports go unnoticed, deadlines lapse, applications are quietly abandoned.	**Active tracking on LegiDesk.** Every report, hearing and deadline is docketed and acted on.
General practice, with IP handled occasionally alongside other work.	**Exclusively IP.** 15 years of prosecution experience and 2,500+ matters handled.
Oppositions and infringement are outside their scope; you find new counsel mid-dispute.	**End-to-end brand protection.** The same team handles oppositions, rectification and enforcement.

07 WHAT HAPPENS ON YOUR FREE CONSULTATION

A free, no-obligation 30-minute call with Santosh Sangle, our trademark attorney. You leave the call knowing exactly where you stand, even if you never hire us.

- We do a quick first look at whether your brand name is likely to clear.
- We map your business to the right classes, so you neither over-pay nor under-protect.
- We advise word mark vs logo, and which to file first.
- You get a clear written quote. No pressure, no obligation.

Book your free slot now. Pick any time that suits you and you get an instant calendar confirmation.

08 HOW TO START: FOUR SIMPLE STEPS

1	Share your mark and documents on **WhatsApp** or **email** (list in Section 4).
2	We raise your invoice on Zoho Books with our bank details.
3	You pay by bank transfer and reply with the UTR / screenshot.
4	Your search begins the same day. Once it clears and you approve the final application, we file within 48 hours.

09 FREQUENTLY ASKED QUESTIONS

Q. Can I pay stage-wise instead of the full package?

Yes, that is Option B. You pay each stage as it arrives. The package costs ₹3,000 less overall and removes all cost uncertainty.

Q. What if my mark is objected to or refused?

Most refusals start as objections in the Examination Report. Replying to them, and arguing the hearing, is already included in both routes. If our pre-filing search shows your mark is unlikely to pass, we tell you before filing money is spent.

Q. How long does registration take?

Filing is within days, and you use ™ immediately. Examination typically comes at months 6 to 9; a clean, unopposed application usually registers in about 12 to 18 months. Protection runs from your filing date.

Q. What if someone opposes my application?

Opposition is a separate contested proceeding, not included in the package. If it happens, we quote for the defence separately, in writing, before any work begins.

Q. I am not sure which class my business falls in.

That is our job, not yours. Class mapping is part of Step 1, and a wrong class is the costliest mistake in trademark filing.

Q. Can I file online myself to save money?

You can, but most self-filed applications draw objections that need a legal reply and hearing within strict deadlines. Our fee includes that work, so you are covered all the way to the certificate.

Your brand is a business asset built over years.

One missed deadline or a poorly handled objection can erase it. Book a free 30-minute call and secure your name today.

Book free trademark call | **WhatsApp us** | **Email us**

Trademark, design, copyright & DPDP: Santosh Sangle | +91 75885 57203 | tm@legismith.com

Have an invention to protect too? **Book a free patent call with Amar Gite**.

Prices valid until 31 March 2027. Government fees follow the current IP India schedule and are charged at actual, with no margin. 18% GST applies to professional fees only.