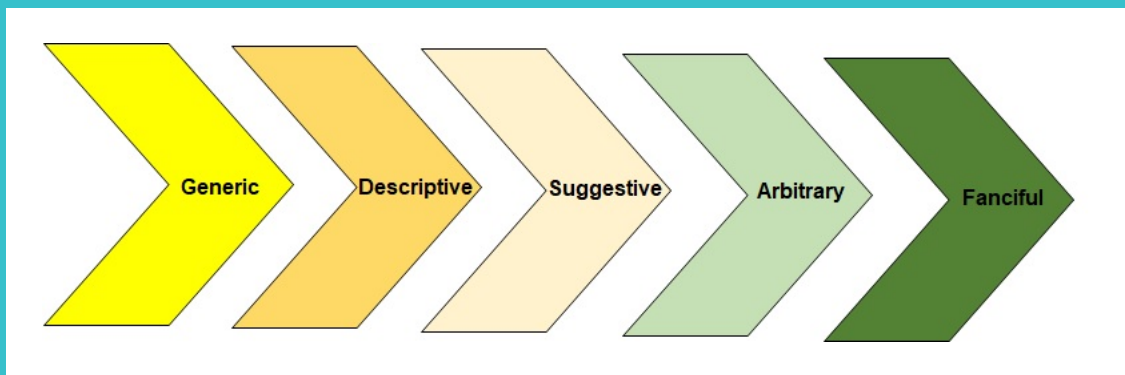


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SECONDARY MEANING

By

Derek Fahey

Brand developers and business owners should carefully consider the word or mark that consumers will identify with a good or service. Before investing resources in developing a brand, consideration of what makes a trademark or service mark (collectively referred to as “Mark”) “strong” and easier to enforce and defend, or “weak” and more difficult to enforce and defend is important. Many times, Marks develop over time and Mark owners may be forced to defend or enforce their rights to a Mark that was originally a “weak” Mark. To read the article that discusses the spectrum of strong to weak Marks also known as the “Spectrum of Distinctiveness” and the concept of “secondary meaning”, [click here](#).

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Derek Fahey is a patent attorney at The Plus IP Firm. The Plus IP Firm helps businesses and inventors

explained how to do things. I very much appreciated his willingness to help and his honesty. Derek Fahey really does seem to care about you and your ideas. He is not out to simply take your money, but rather to really help you. It is for these reasons that he stood out above the rest and that I have decided to hire him as my patent attorney. Thank you Derek Fahey!" - Mariah Felici, a satisfied client.

protect their ideas, concepts and creations with patents, trademarks and copyrights.



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