

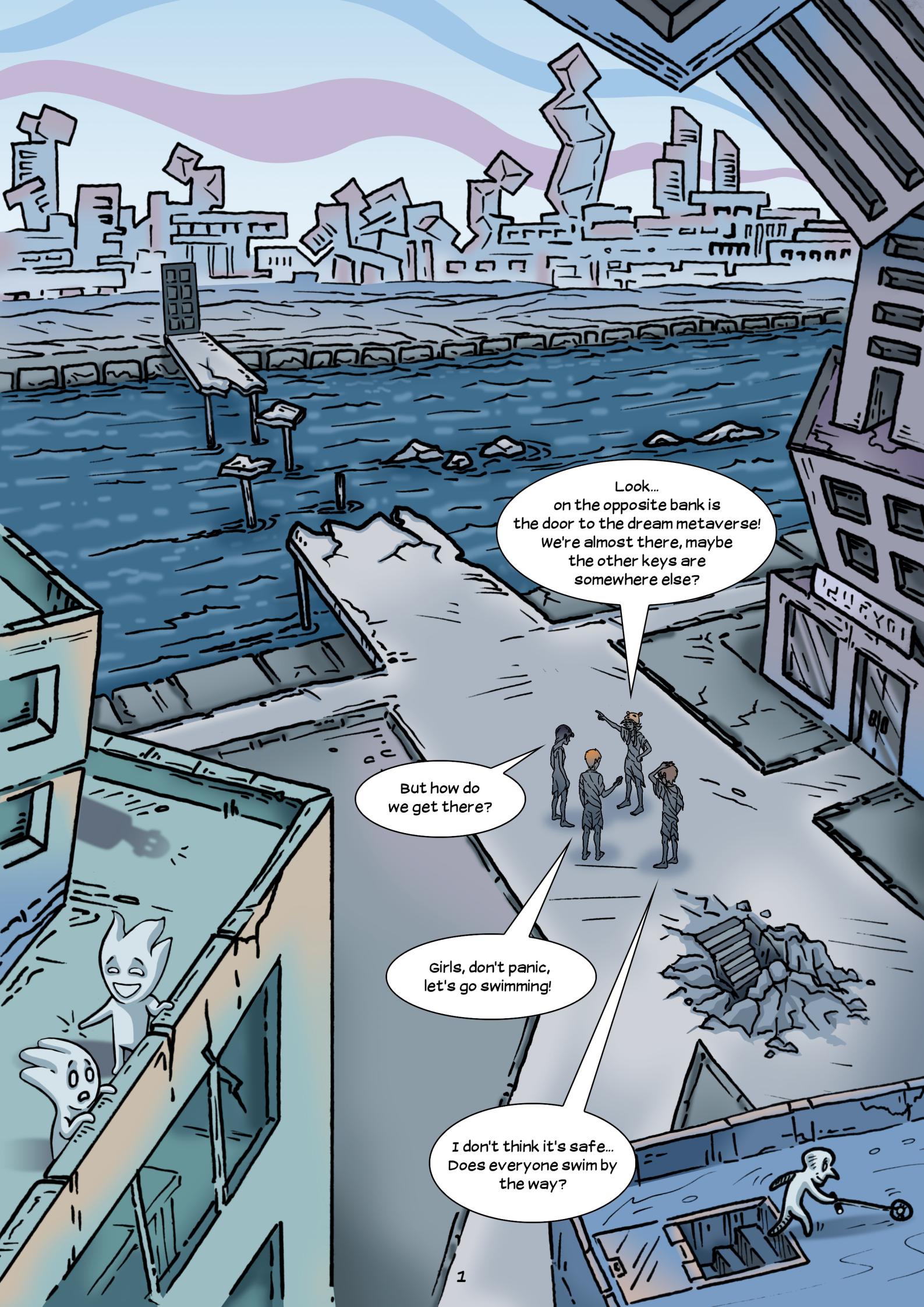
METVERSE

TRAVELERS



3
Episode

BRAND HERITAGE

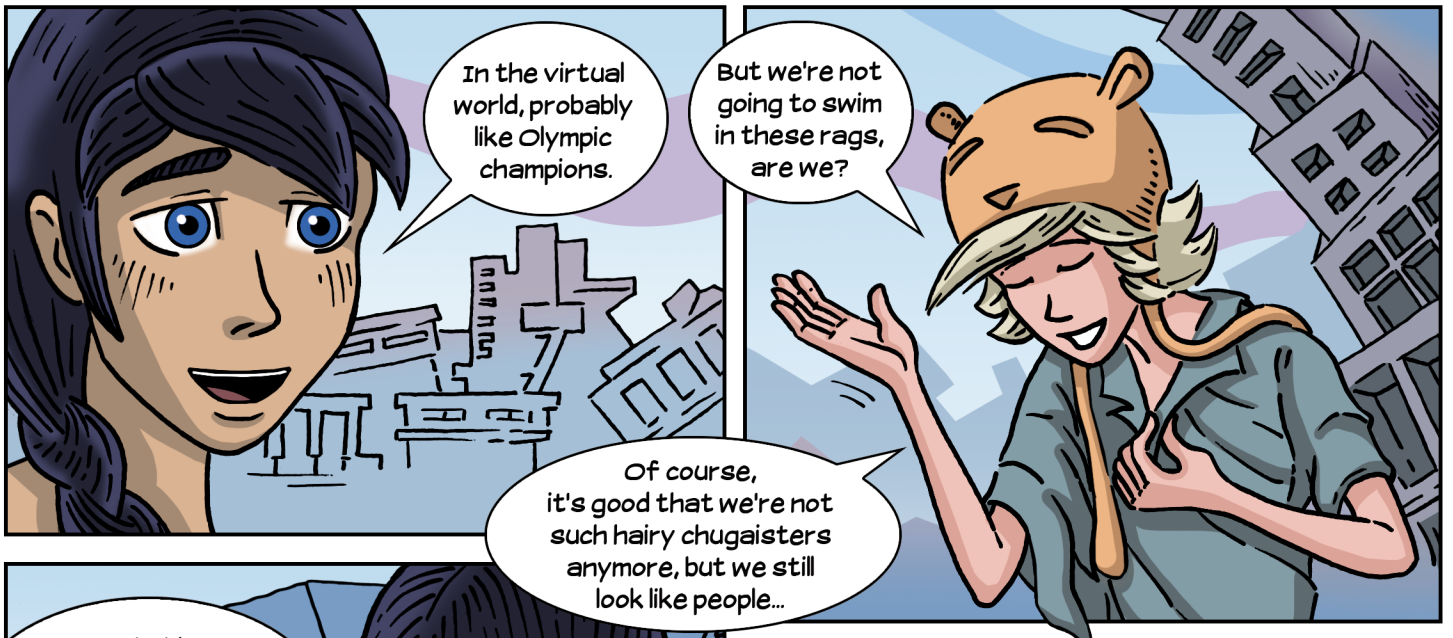


Look...
on the opposite bank is
the door to the dream metaverse!
We're almost there, maybe
the other keys are
somewhere else?

But how do
we get there?

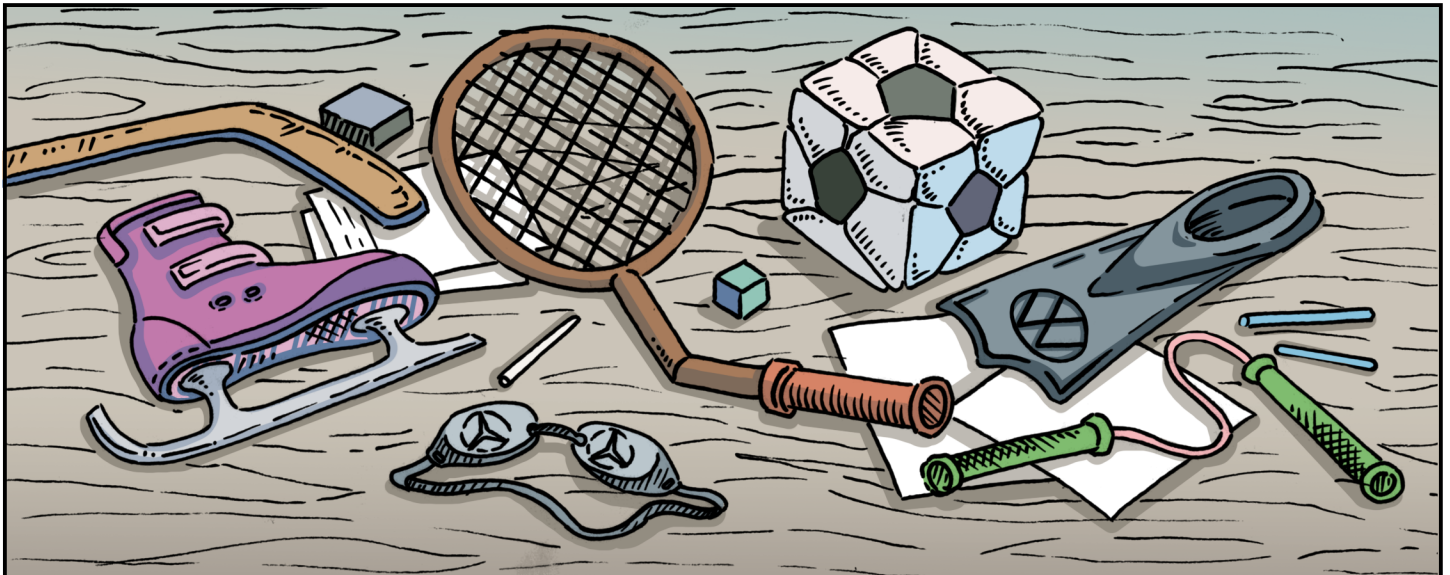
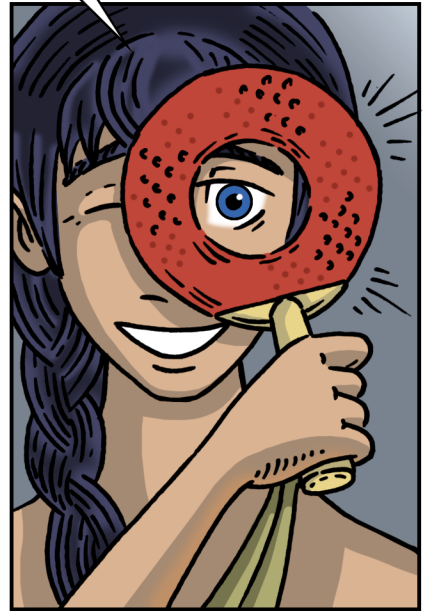
Girls, don't panic,
let's go swimming!

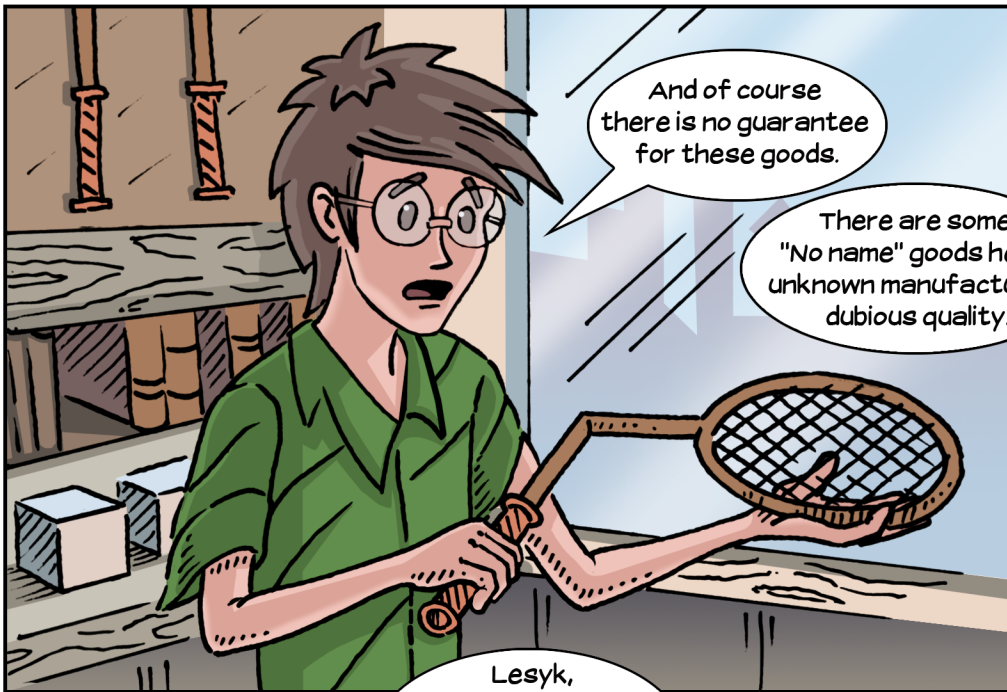
I don't think it's safe...
Does everyone swim by
the way?





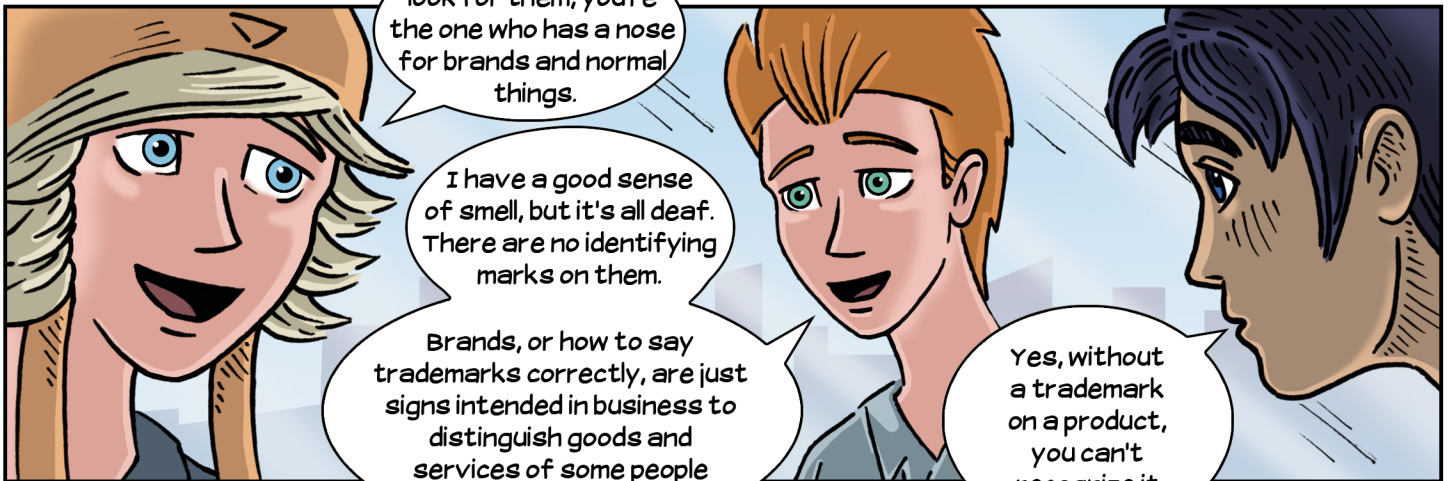
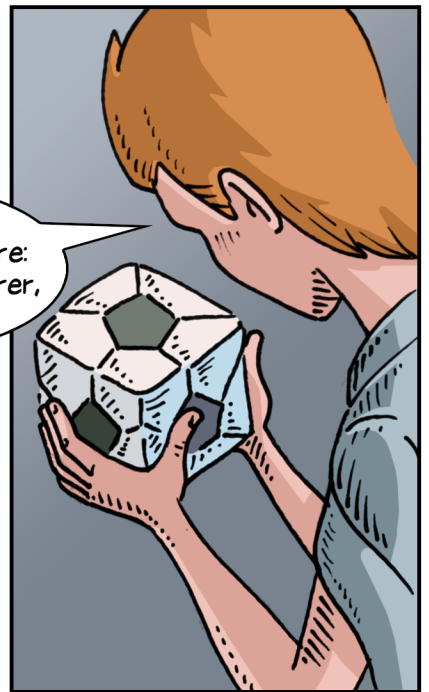
I don't see anything worthy here.





And of course there is no guarantee for these goods.

There are some "No name" goods here: unknown manufacturer, dubious quality.



Lesyk, look for them, you're the one who has a nose for brands and normal things.

I have a good sense of smell, but it's all deaf. There are no identifying marks on them.

Brands, or how to say trademarks correctly, are just signs intended in business to distinguish goods and services of some people from others.

Yes, without a trademark on a product, you can't recognize it.

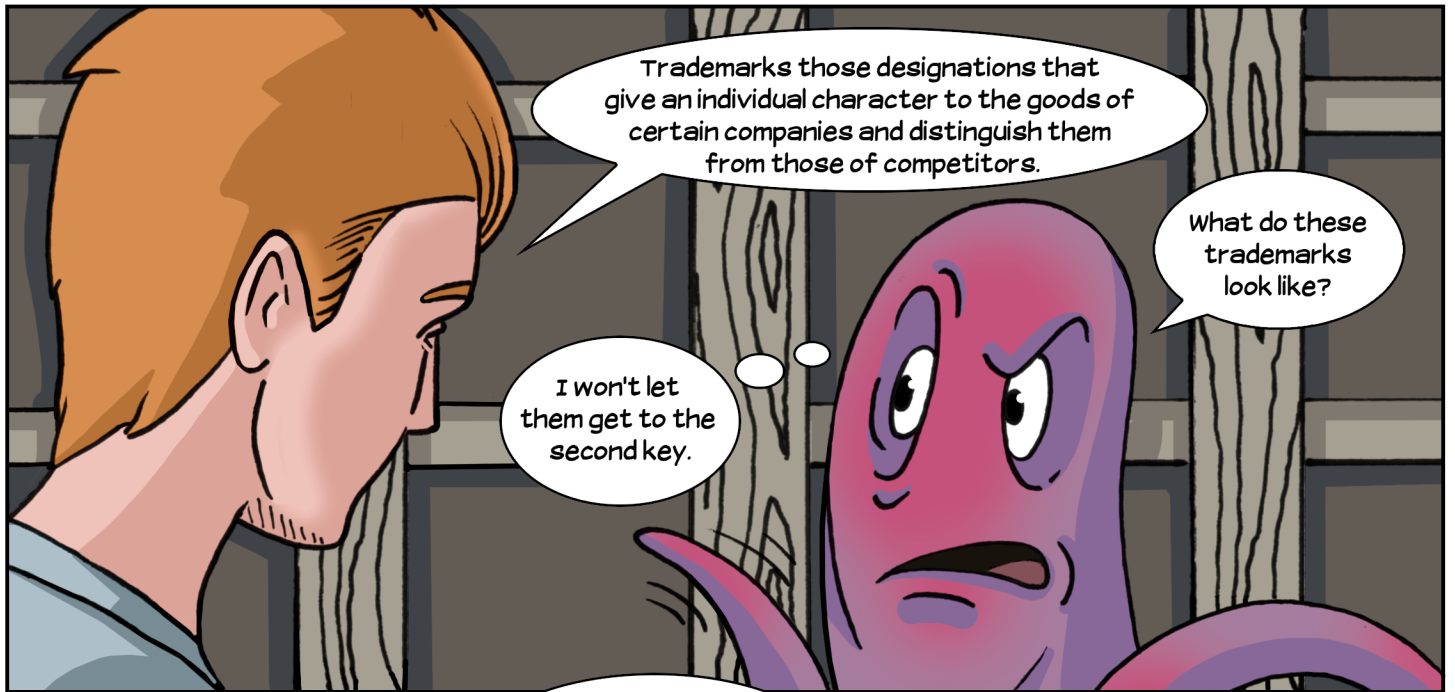


Hello! Are you looking for something?

Hi. Nothing... Just looking.

I wonder why all the goods in your store are without trademarks?

What trademarks?



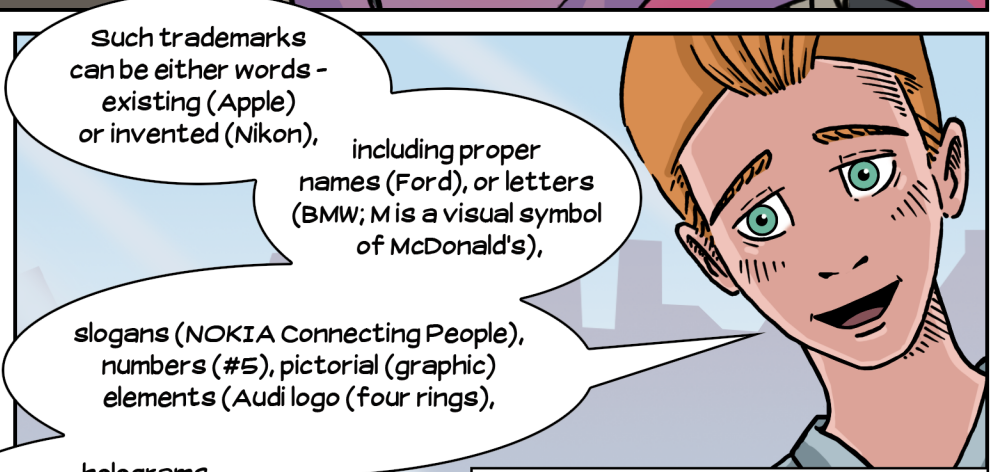
Trademarks those designations that give an individual character to the goods of certain companies and distinguish them from those of competitors.

What do these trademarks look like?

I won't let them get to the second key.



Maybe they are there, but you don't see them.



Such trademarks can be either words - existing (Apple) or invented (Nikon),

including proper names (Ford), or letters (BMW; M is a visual symbol of McDonald's),

slogans (NOKIA Connecting People), numbers (#5), pictorial (graphic) elements (Audi logo (four rings),

holograms (examples can be seen on credit cards), colors, shape of goods or their packaging (Coca-Cola bottle),

Provided that such designations are suitable for distinguishing the goods or services of some persons from those of others.

sounds (Nokia's tune or Tarzan's scream),

smells (horse leather scent for the interior of the Mustang car), etc. and a combination of the above.

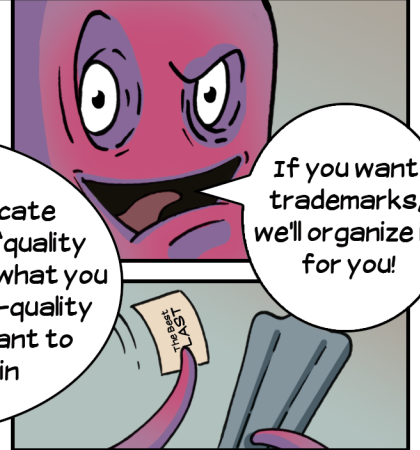
Then how do you distinguish which goods are of high quality?

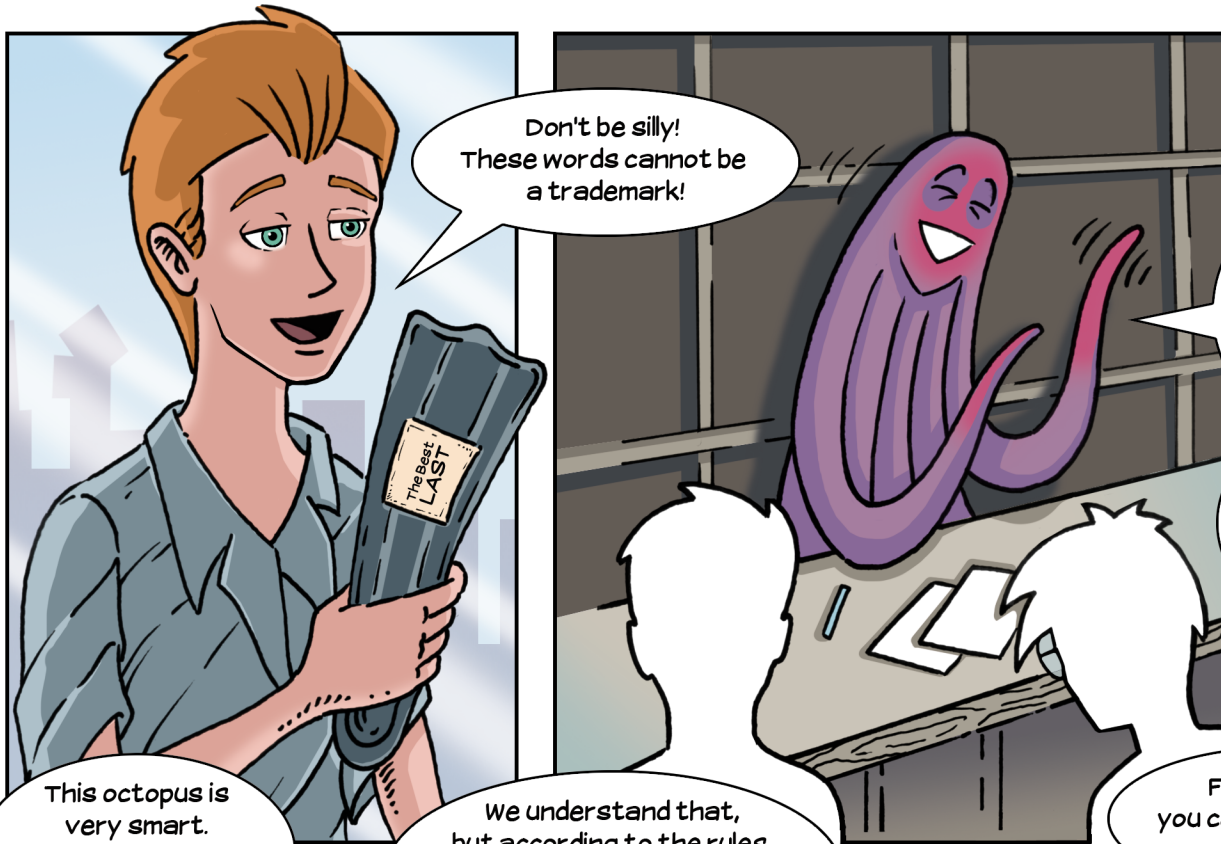
After all, trademarks indicate the level of goods 'quality and help you to find what you want and avoid low-quality ones. You don't want to put yourself in danger.

If you want trademarks, we'll organize it for you!

Why are you clinging to these trademarks?

You can easily do without them.





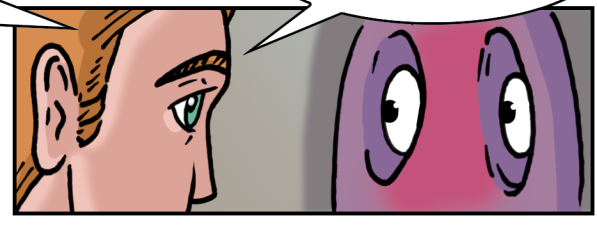
Don't be silly!
These words cannot be
a trademark!

Why not?
You wanted
quality,
so we wrote
you the best
flippers.
You don't
understand
English,
do you?

This octopus is
very smart.
Suspiciously so for
an ignorant
creature...

We understand that,
but according to the rules,
you can't use a descriptive
trademark for the goods for
which it is used.

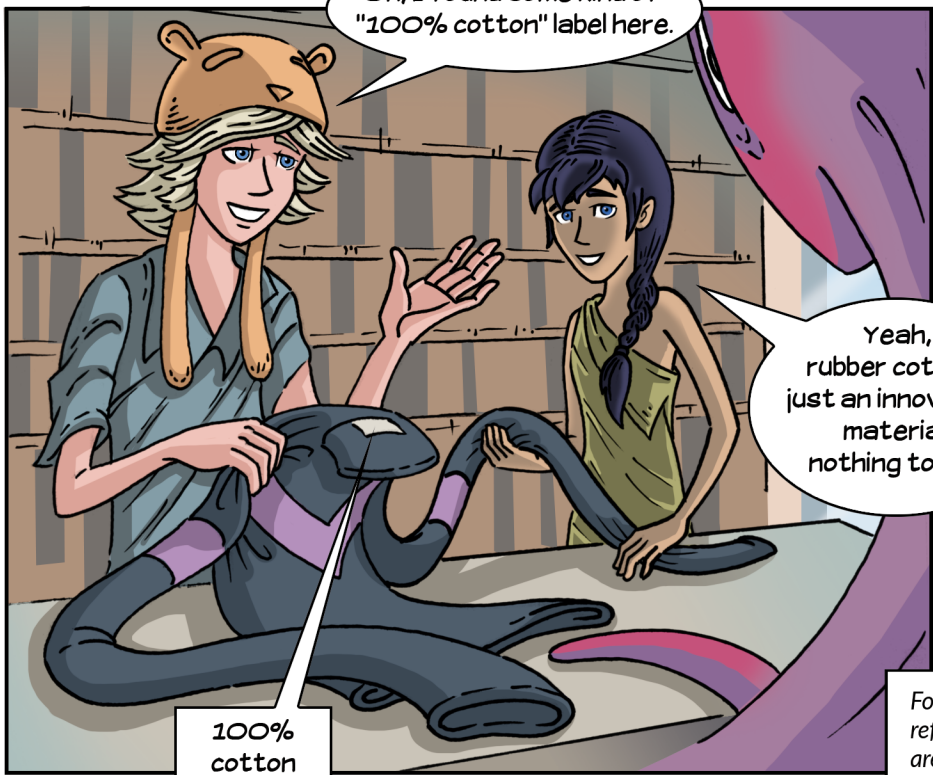
For example,
you can't use "Apple"
for apples.



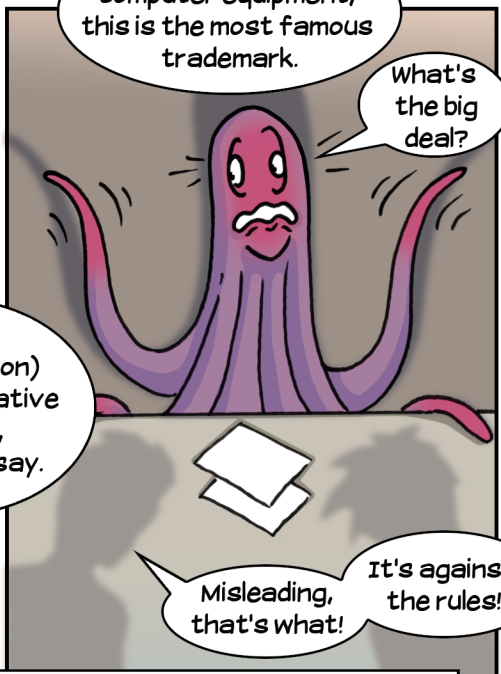
Oh, I found some kind of
"100% cotton" label here.

And for
computer equipment,
this is the most famous
trademark.

What's
the big
deal?



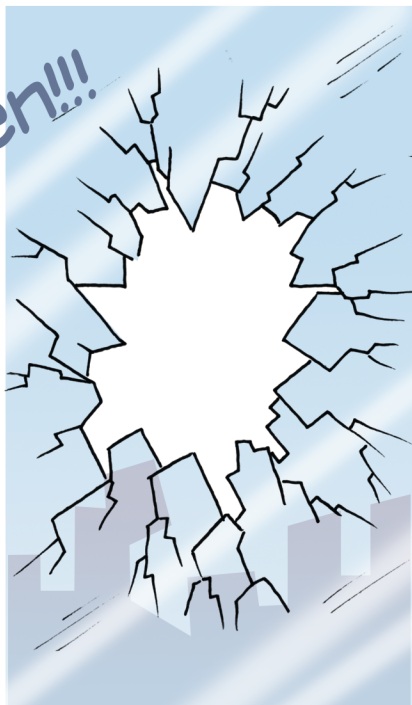
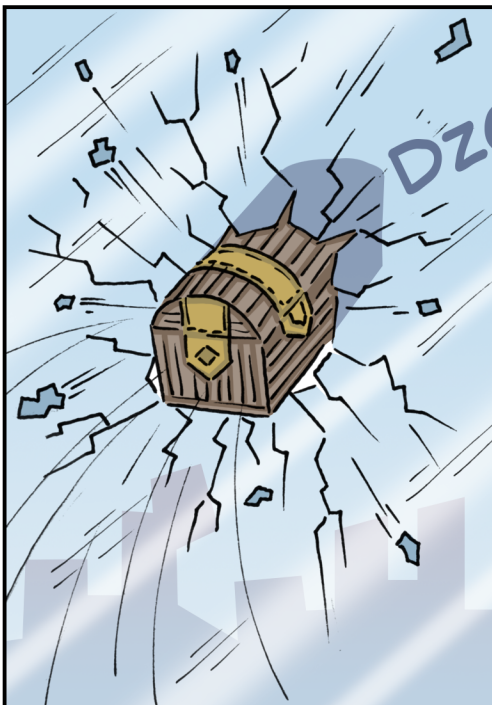
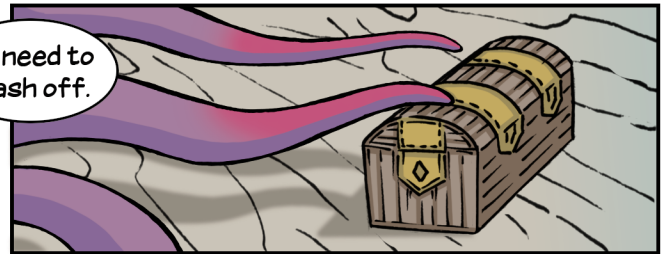
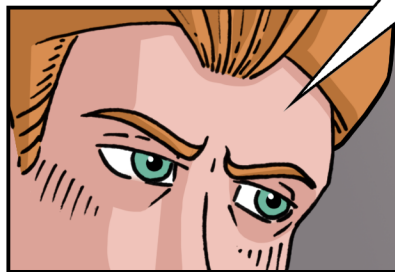
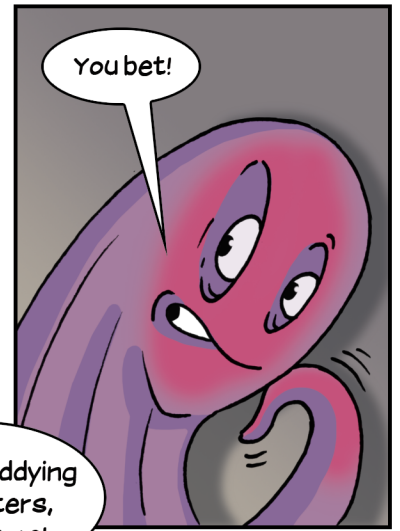
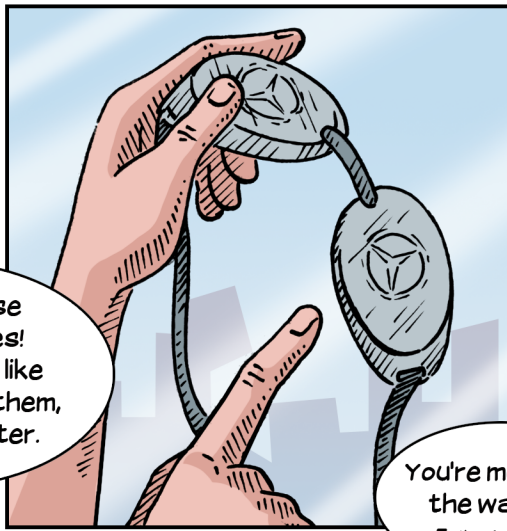
Yeah,
rubber cotton)
just an innovative
material,
nothing to say.

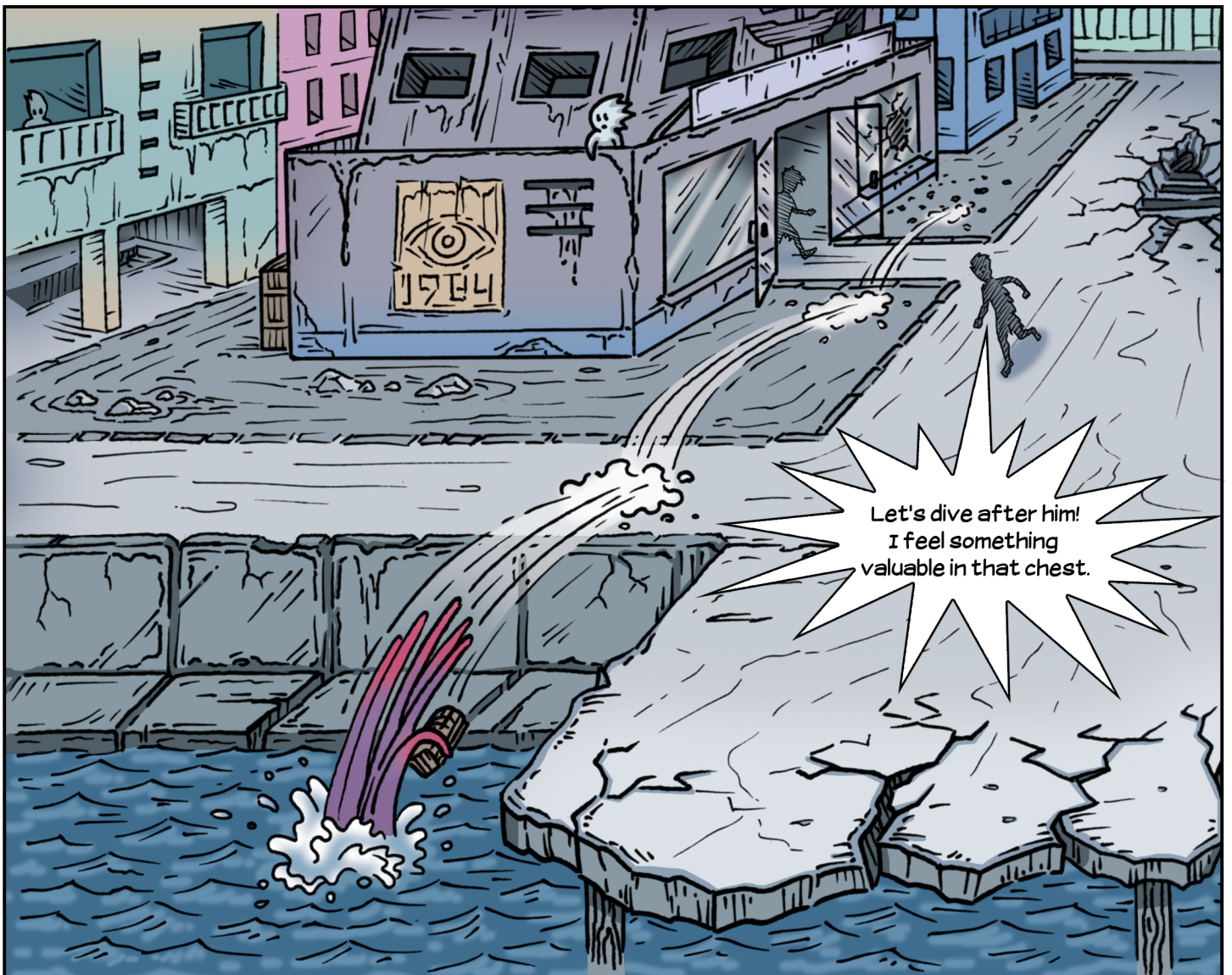


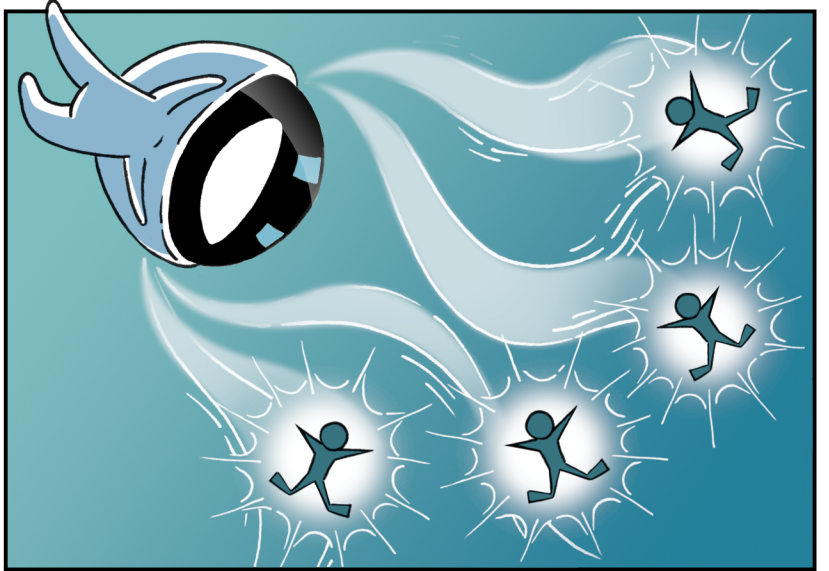
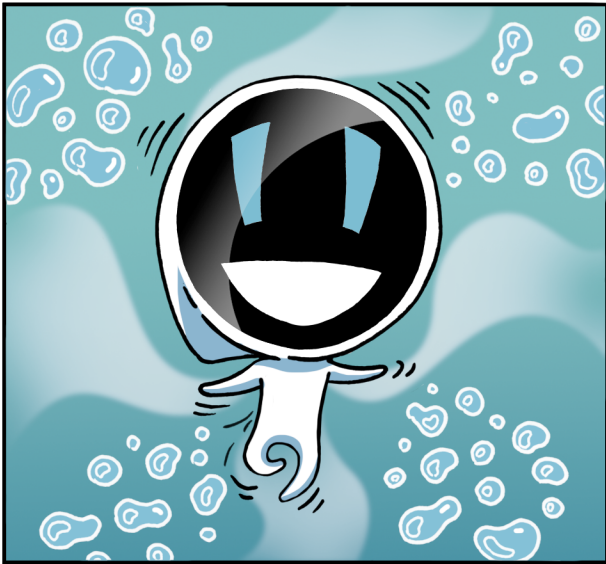
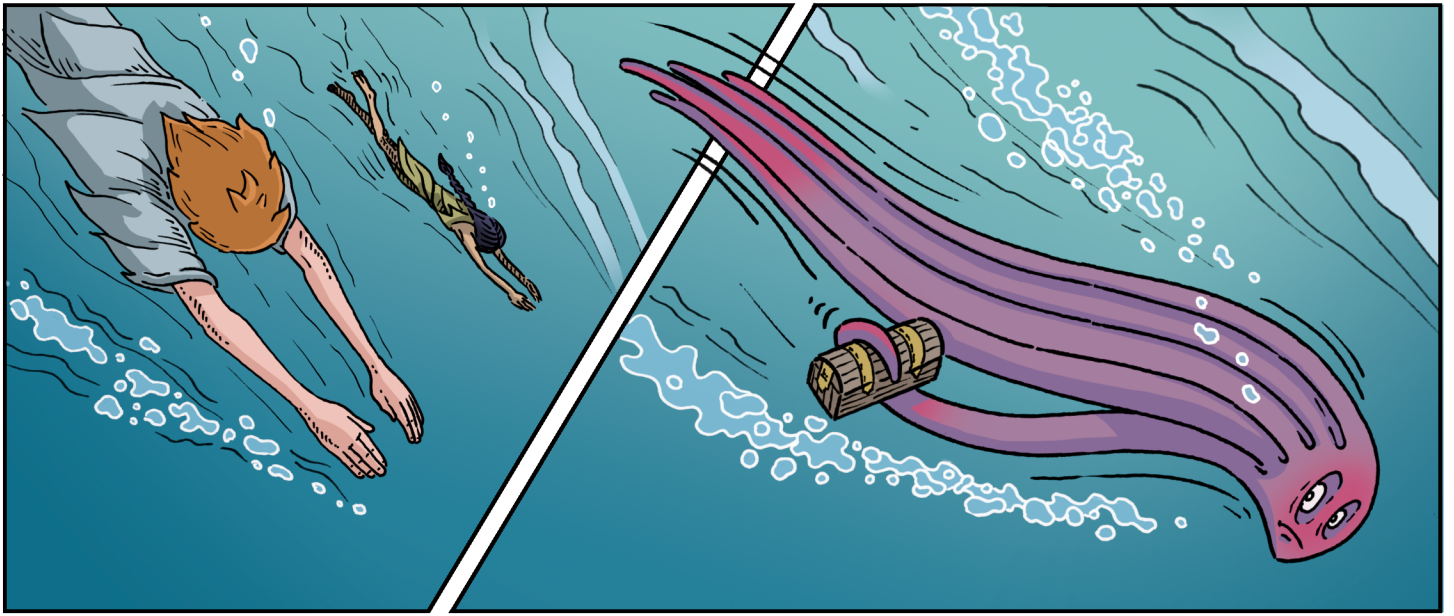
Misleading,
that's what!

It's against
the rules!

For those who are curious, the grounds for
refusing to grant legal protection for trademarks
are clearly defined by law.









It's all thanks to our branding super pro.

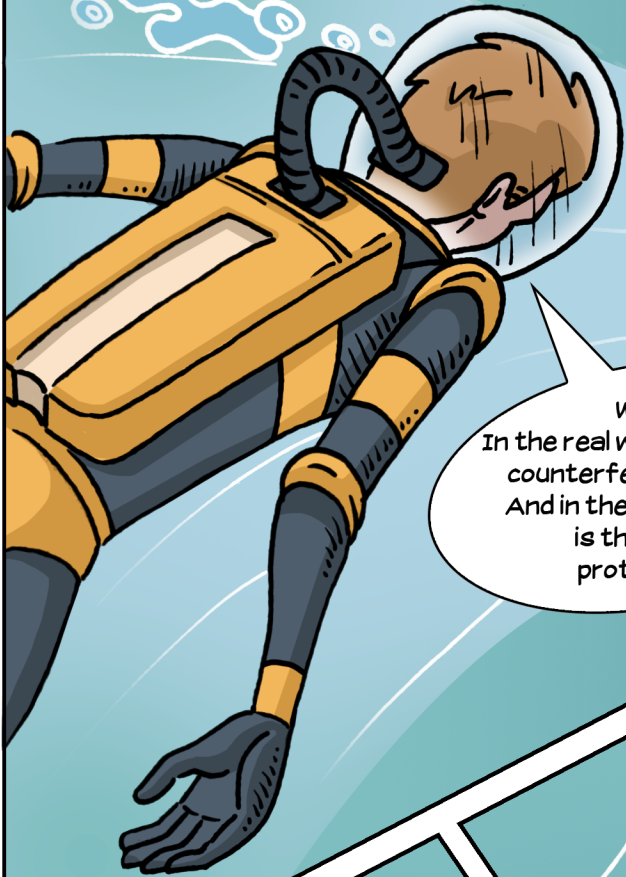


How could I leave you in the lurch?

I like the way you made Ignorance run away.

You're exaggerating about the super-professional.

For some reason, when writing your program, you used a bunch of brands without the owners' permission.



Why? In the real world, we did not counterfeit any goods. And in the virtual world, is there any protection?

Yes, there is!

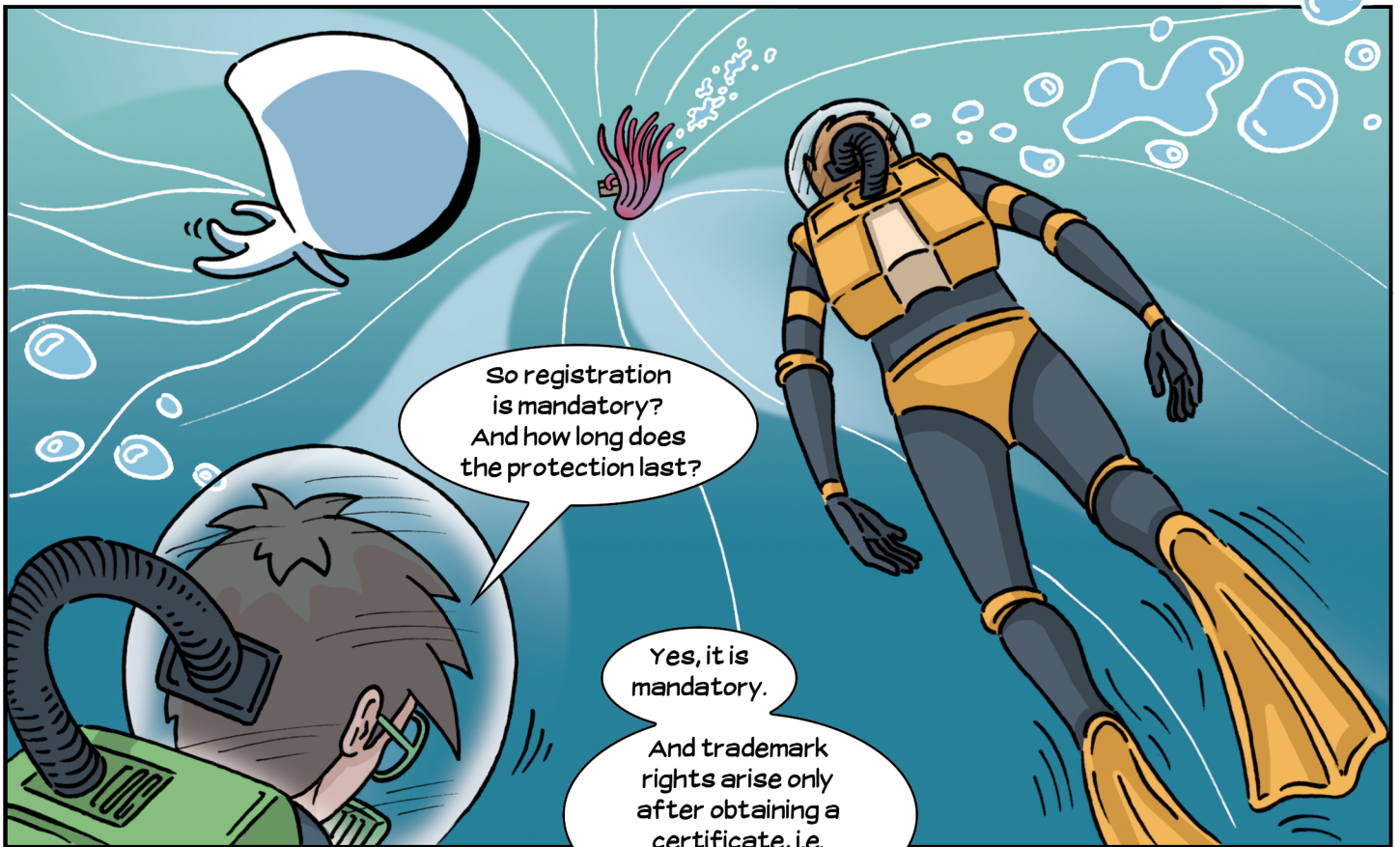
Trademark registration is the most effective way to protect a brand.

It gives the owner the advantage of not only using the designation himself, allowing or prohibiting others from using it,

but also enhanced protection on the Internet, the ability to register a domain in the UA zone, and increased opportunities to advertise his goods.

It makes sense, because companies invest a lot of time and money to make their trademark recognized and respected.

That's it!



So registration is mandatory? And how long does the protection last?

Yes, it is mandatory.

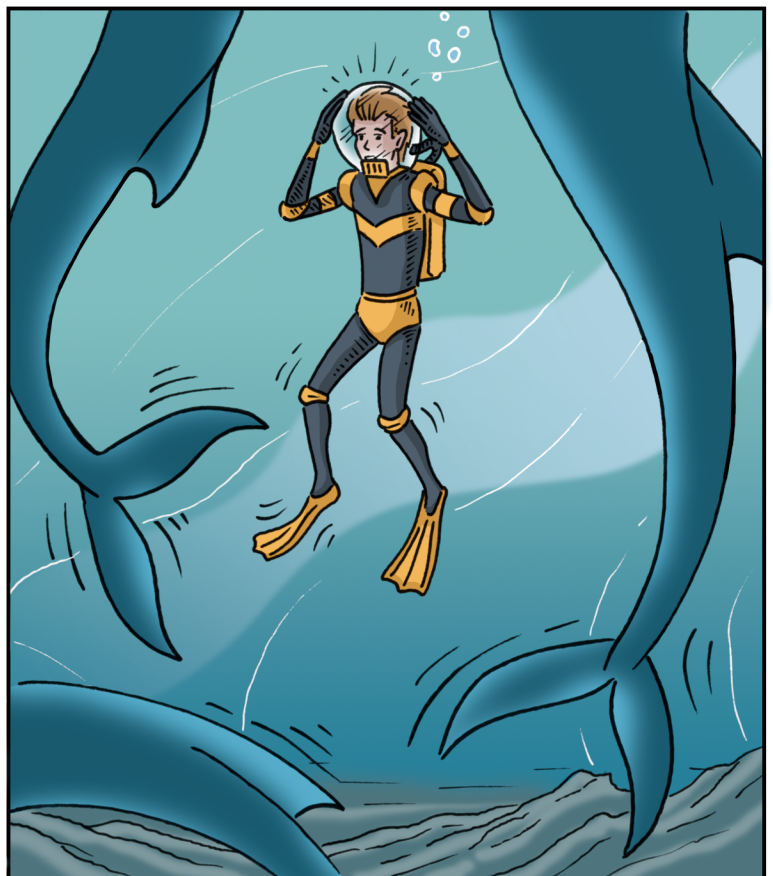
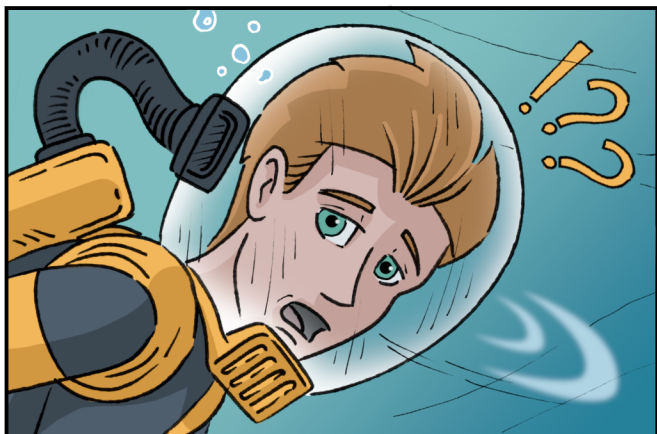
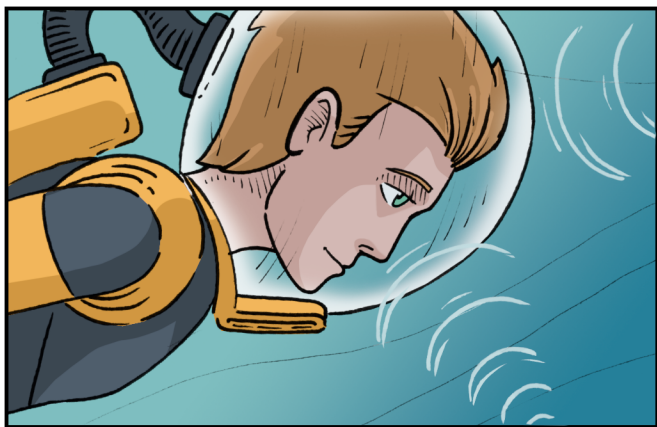
And trademark rights arise only after obtaining a certificate, i.e. after registration.



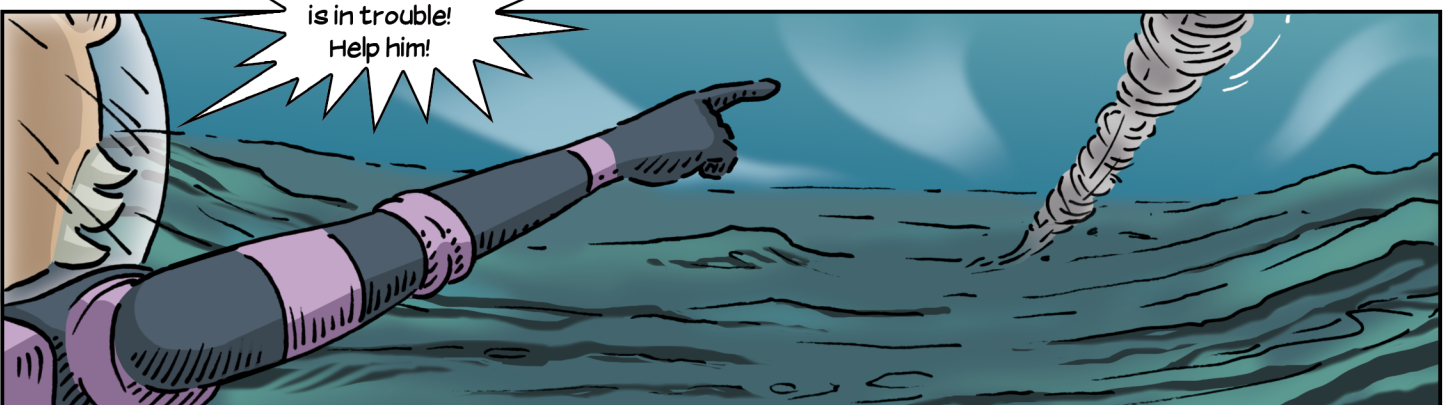
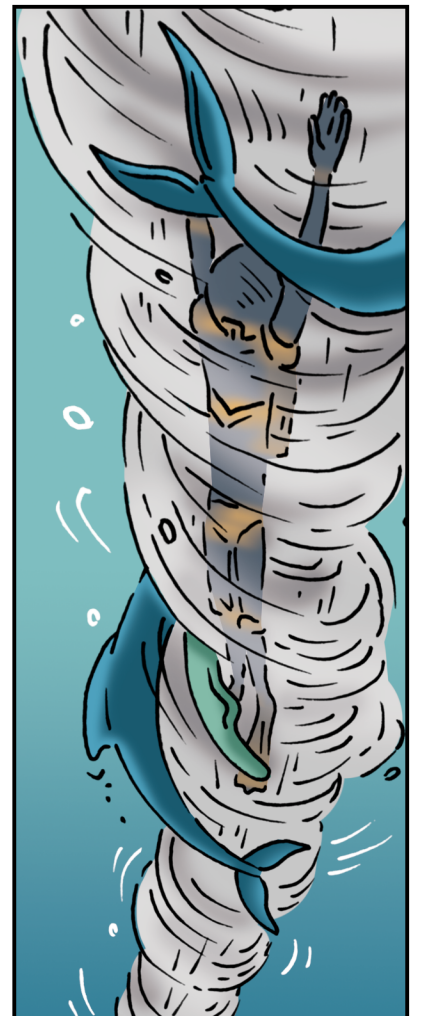
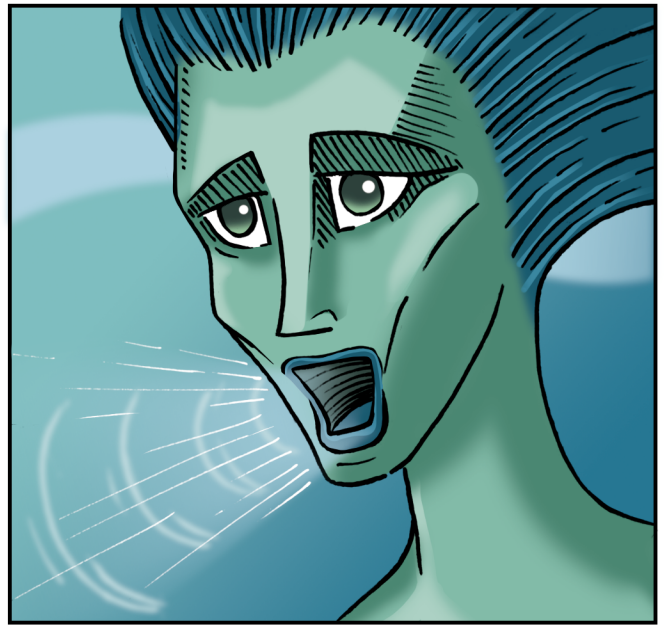
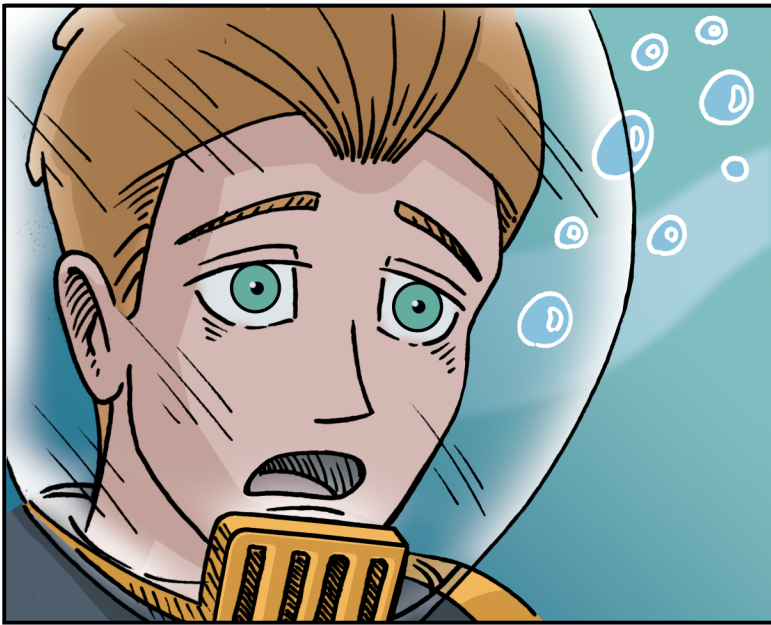
Such a certificate is valid for 10 years and can be extended for 10 years each time at the request of the owner.

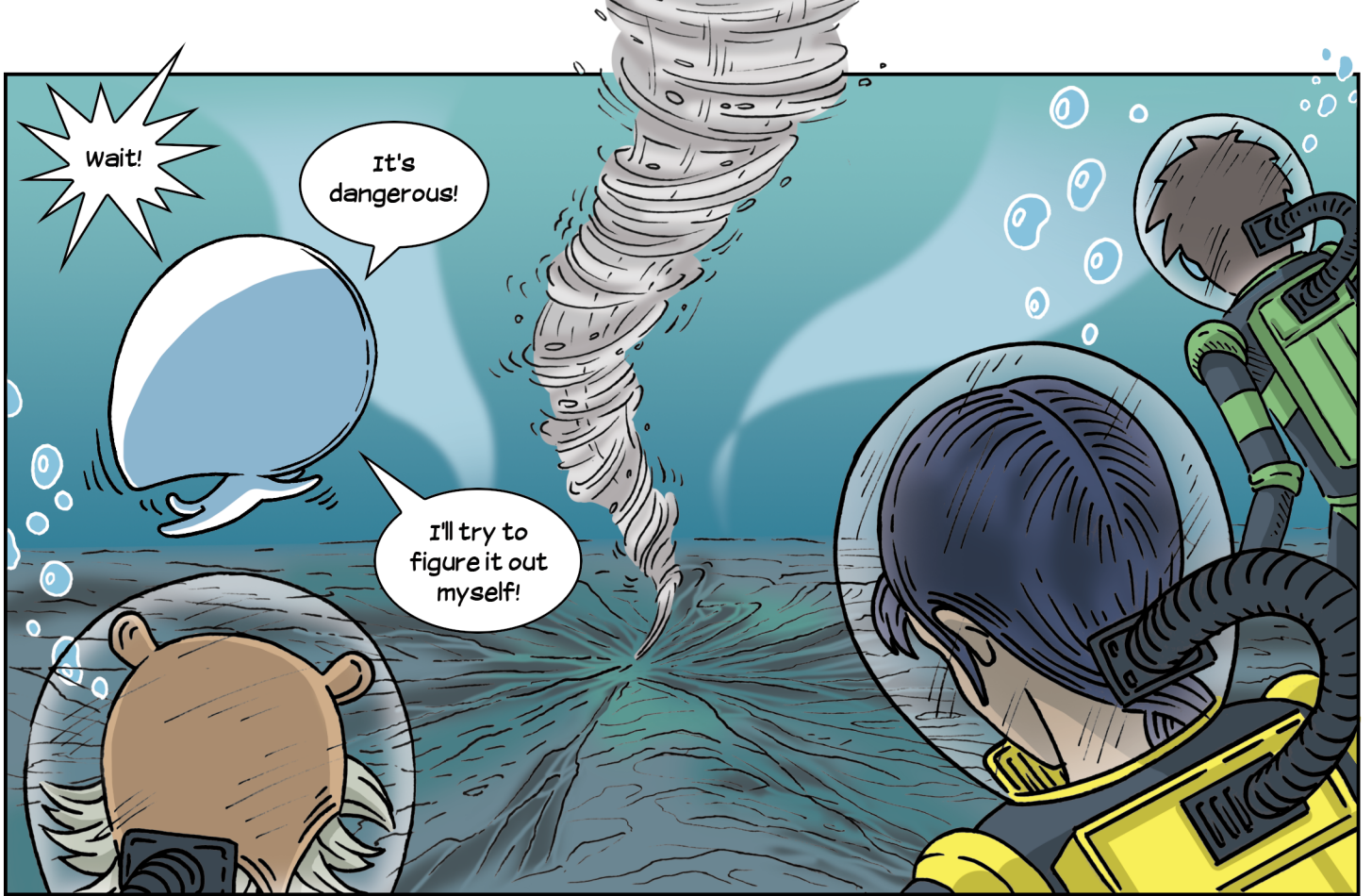
And only in the country where such registration took place.

That is, you need to register a trademark in every country where you want to use it.





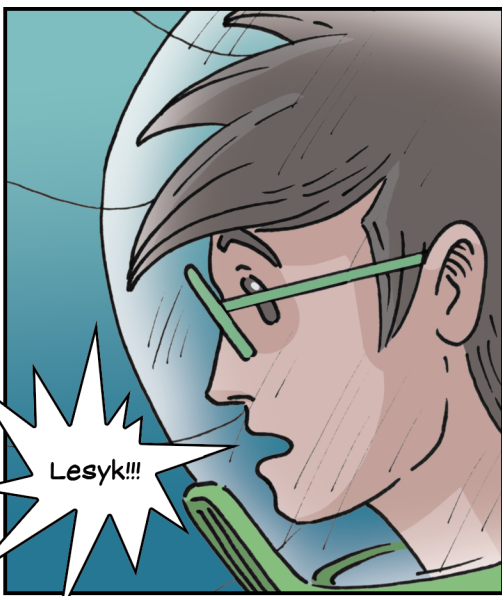
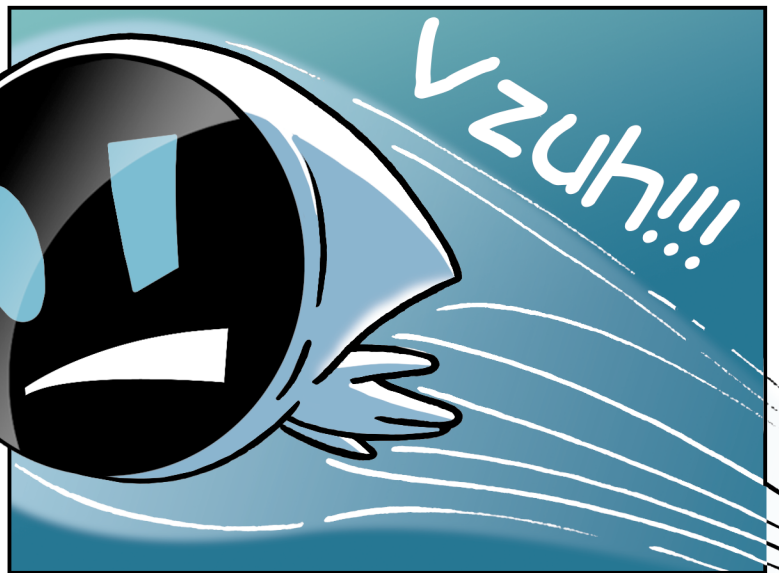
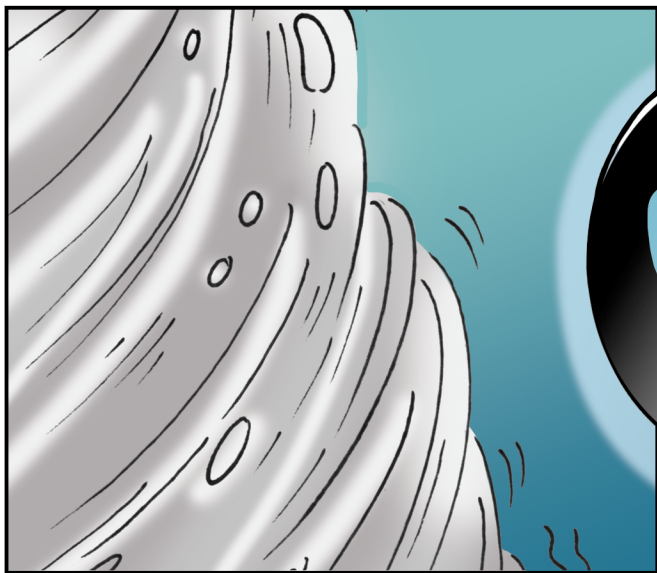




Wait!

It's dangerous!

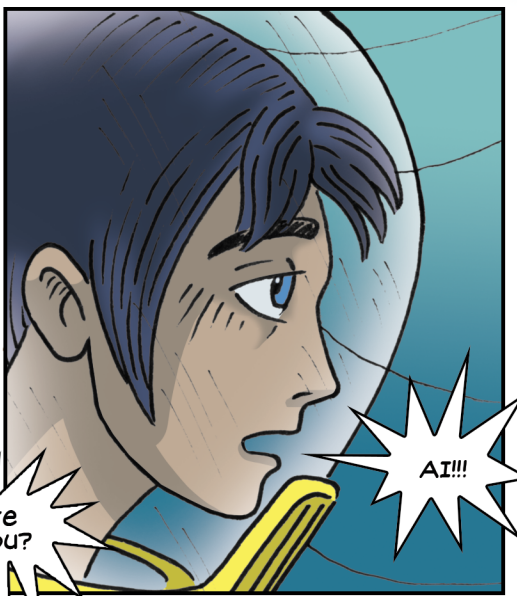
I'll try to figure it out myself!



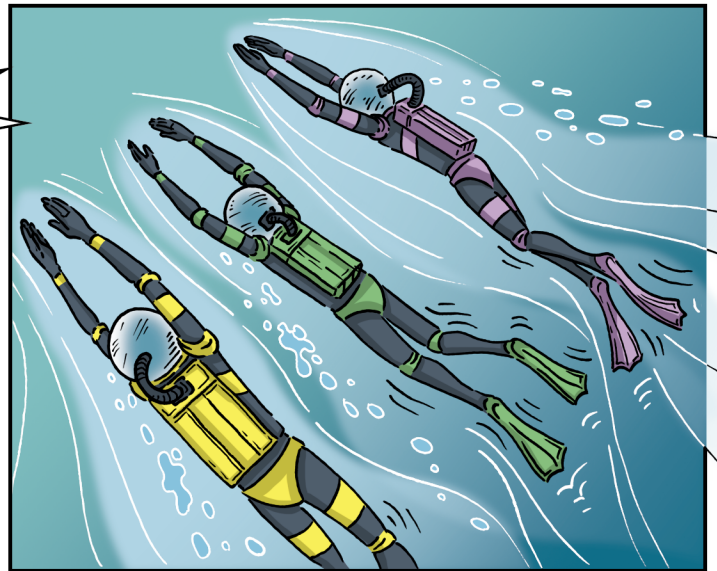
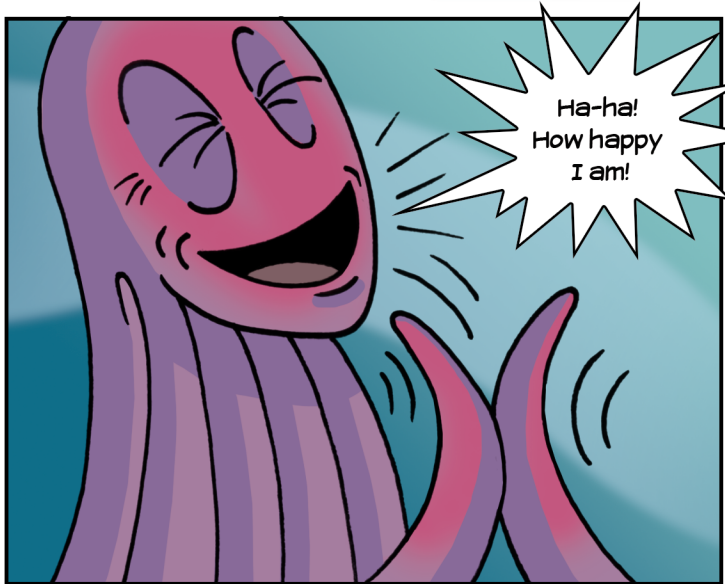
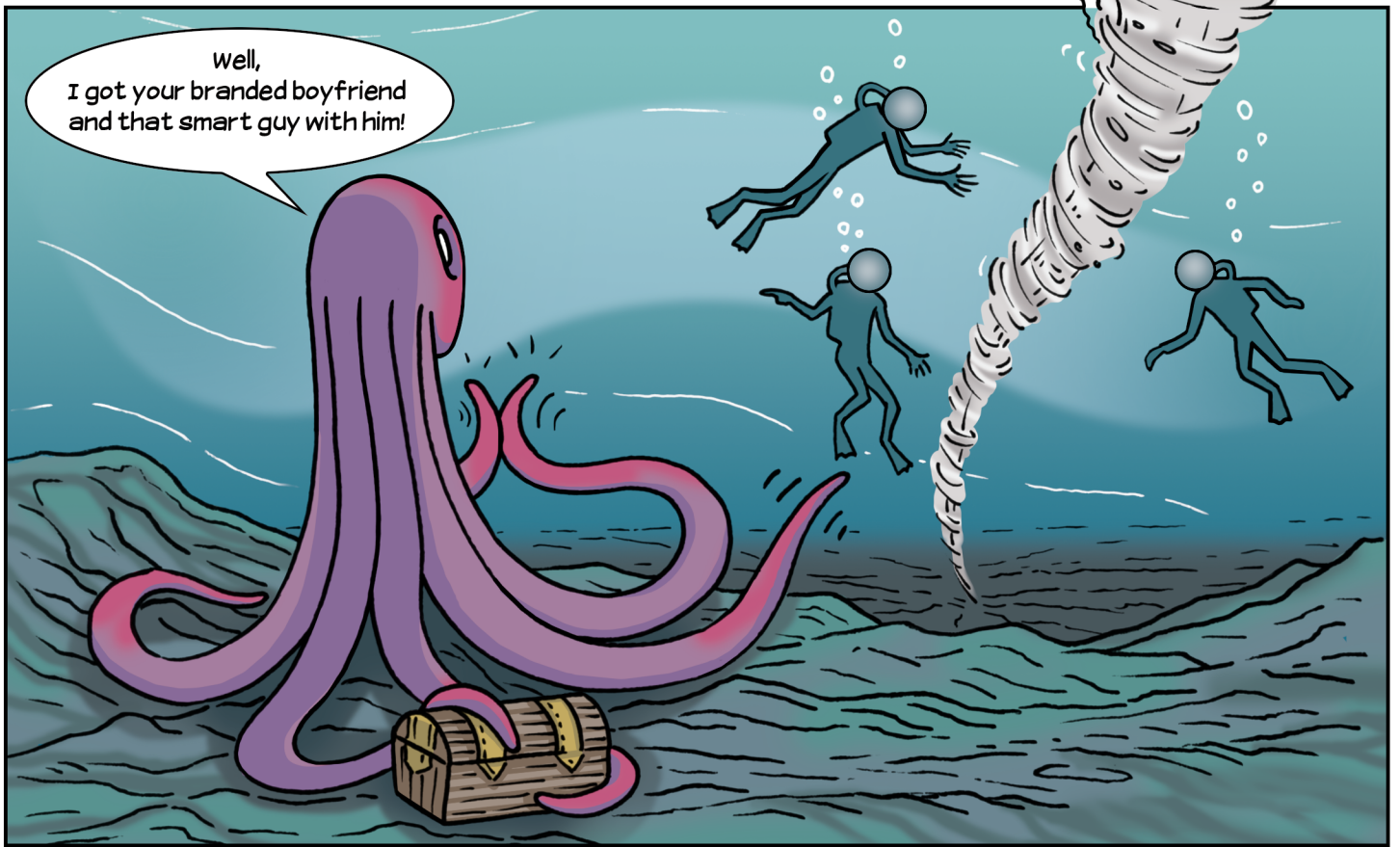
Lesyk!!!

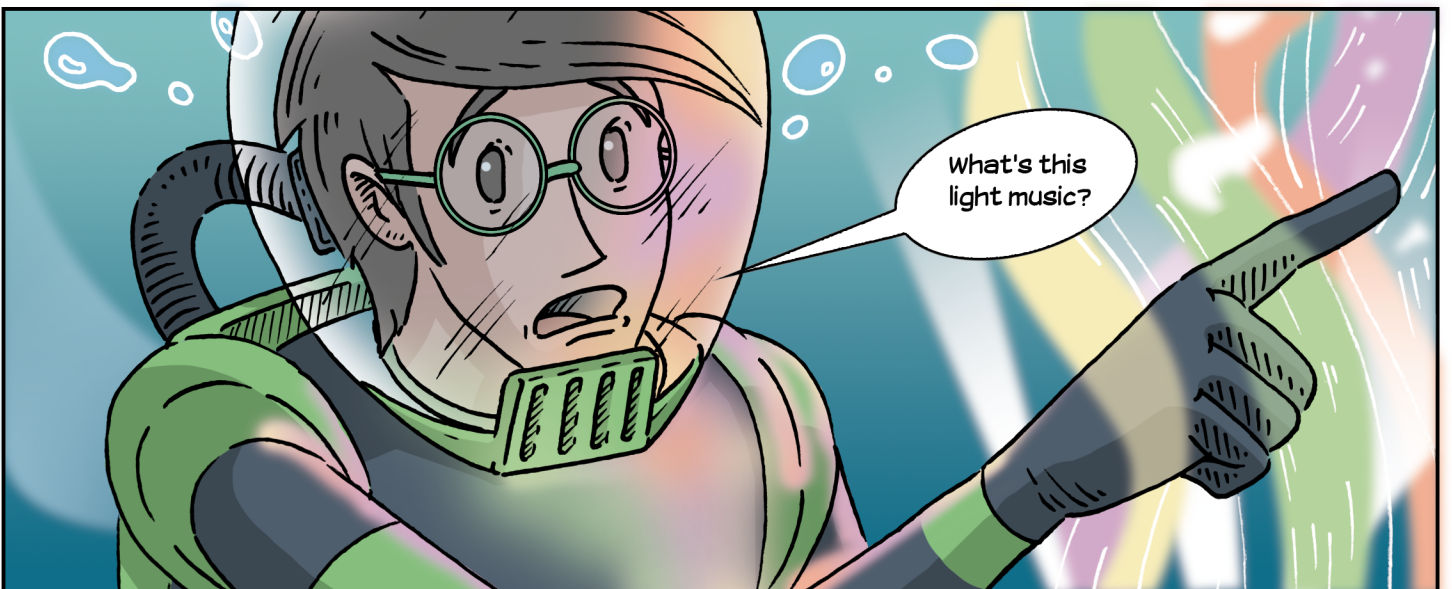
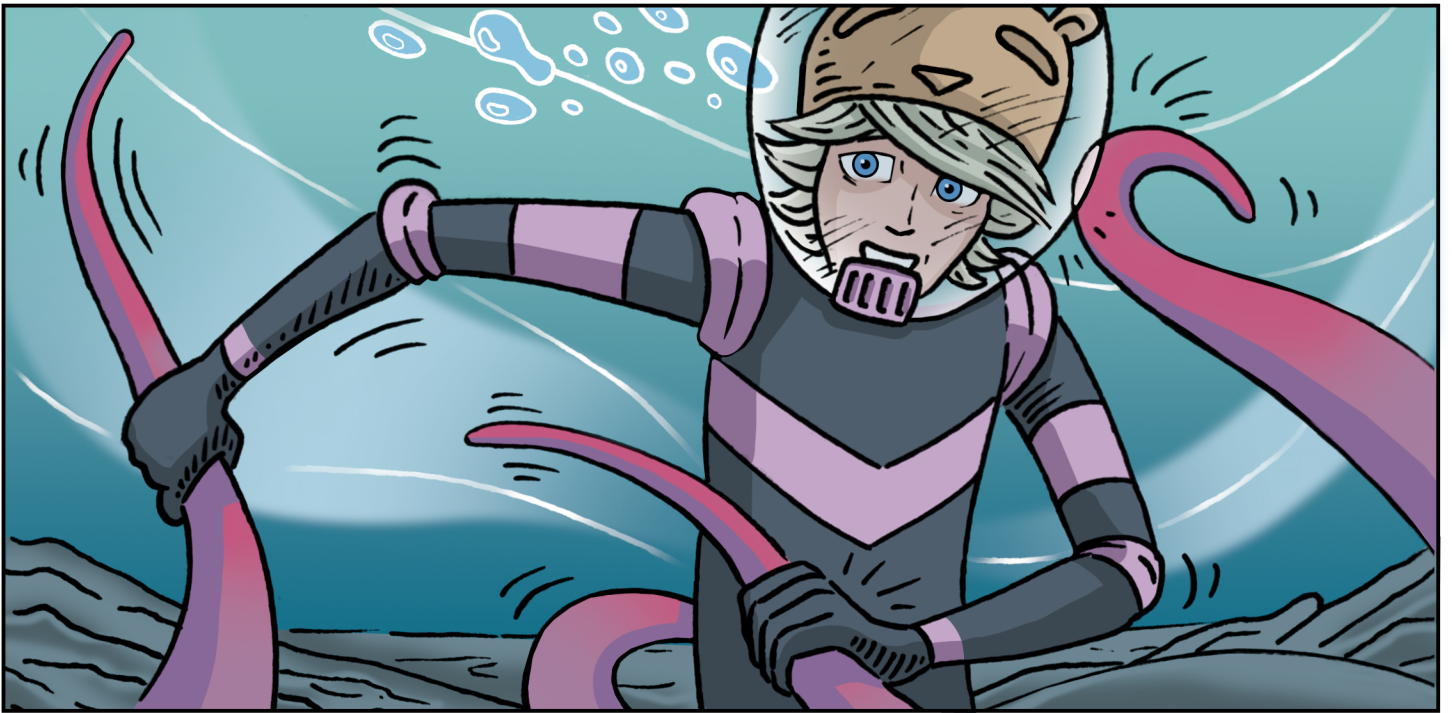


where are you?



AI!!!

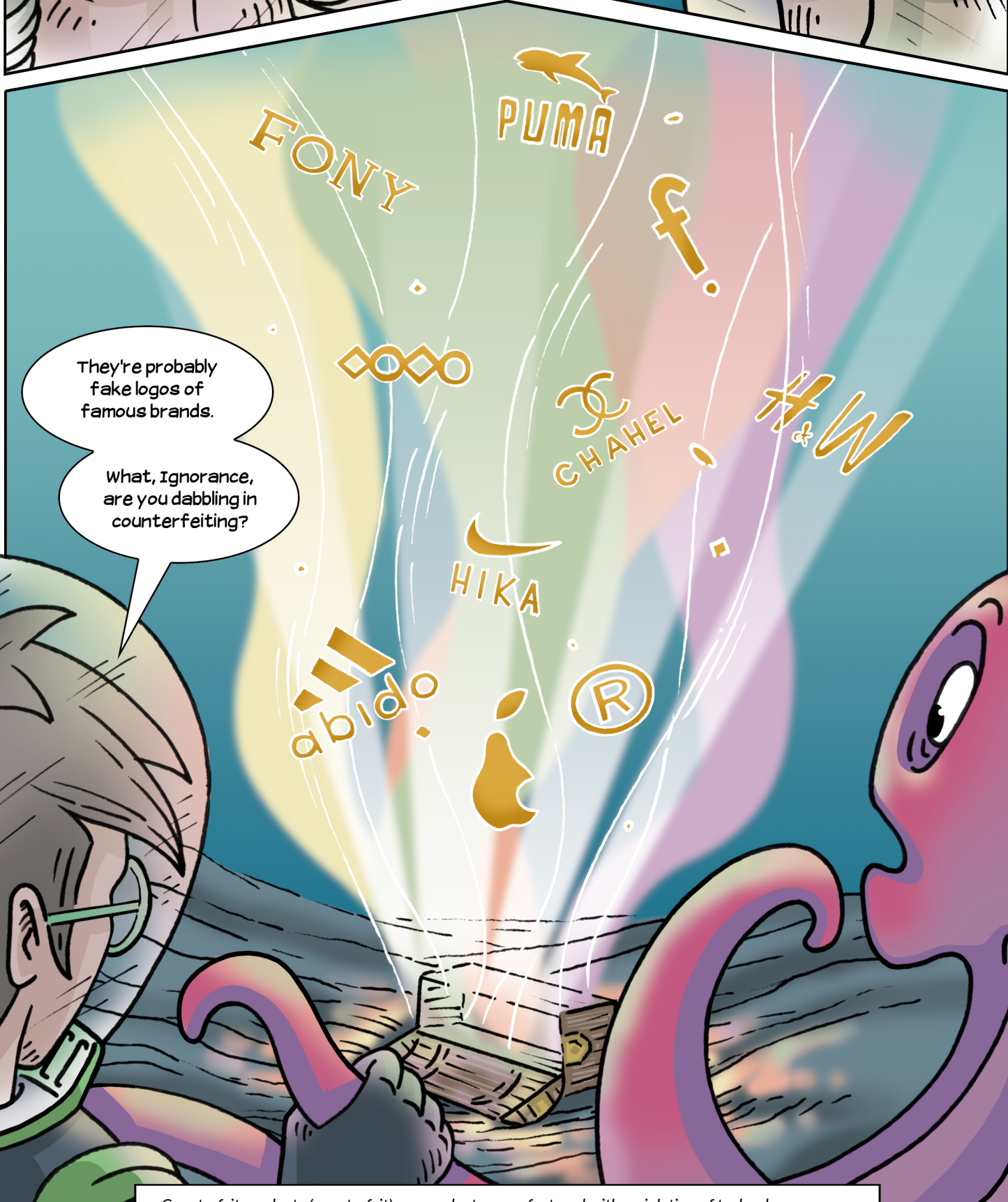






It looks like famous brands.

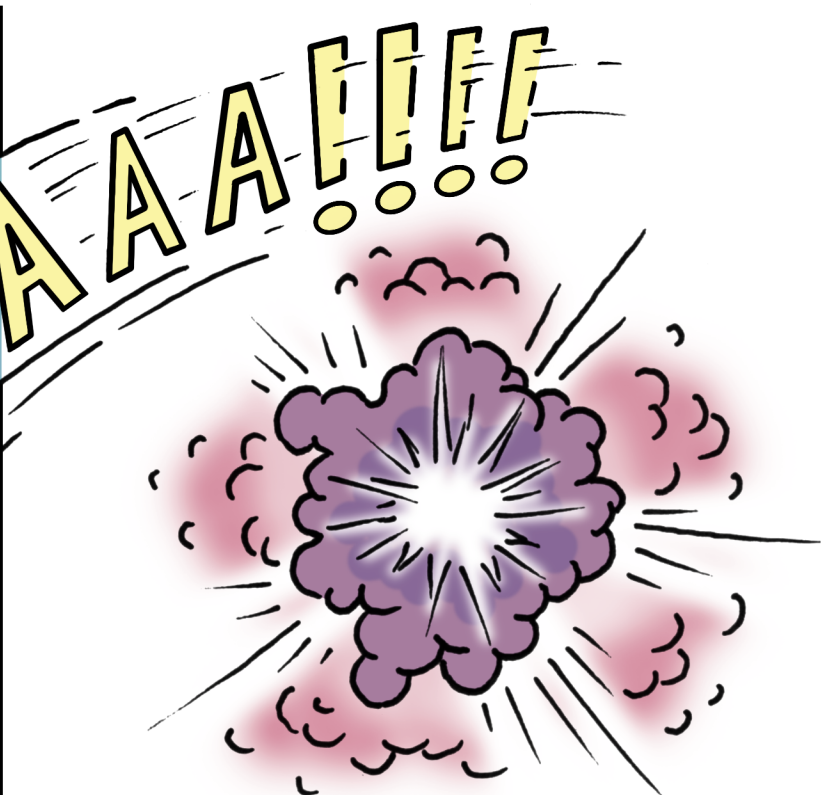
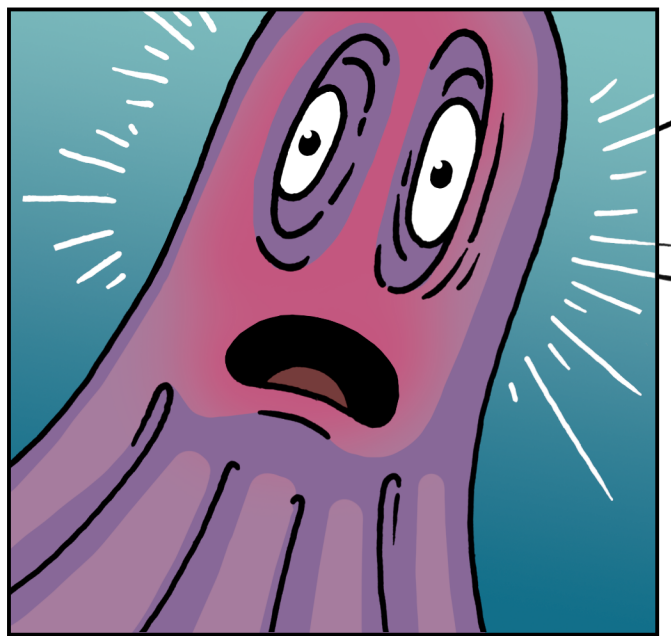
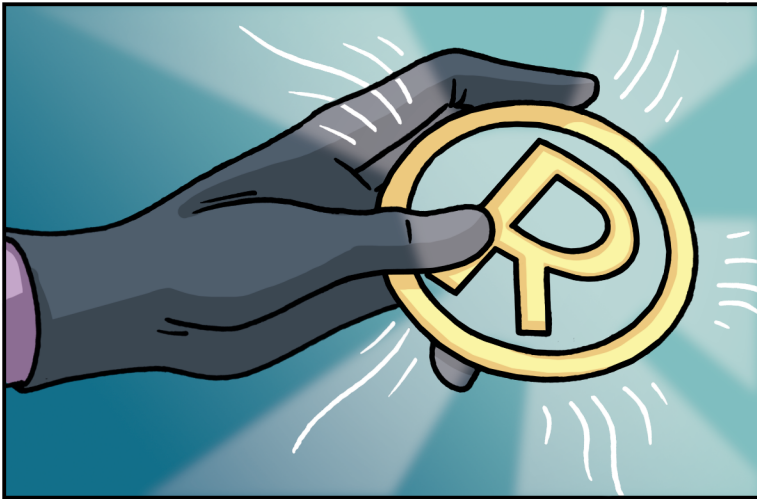
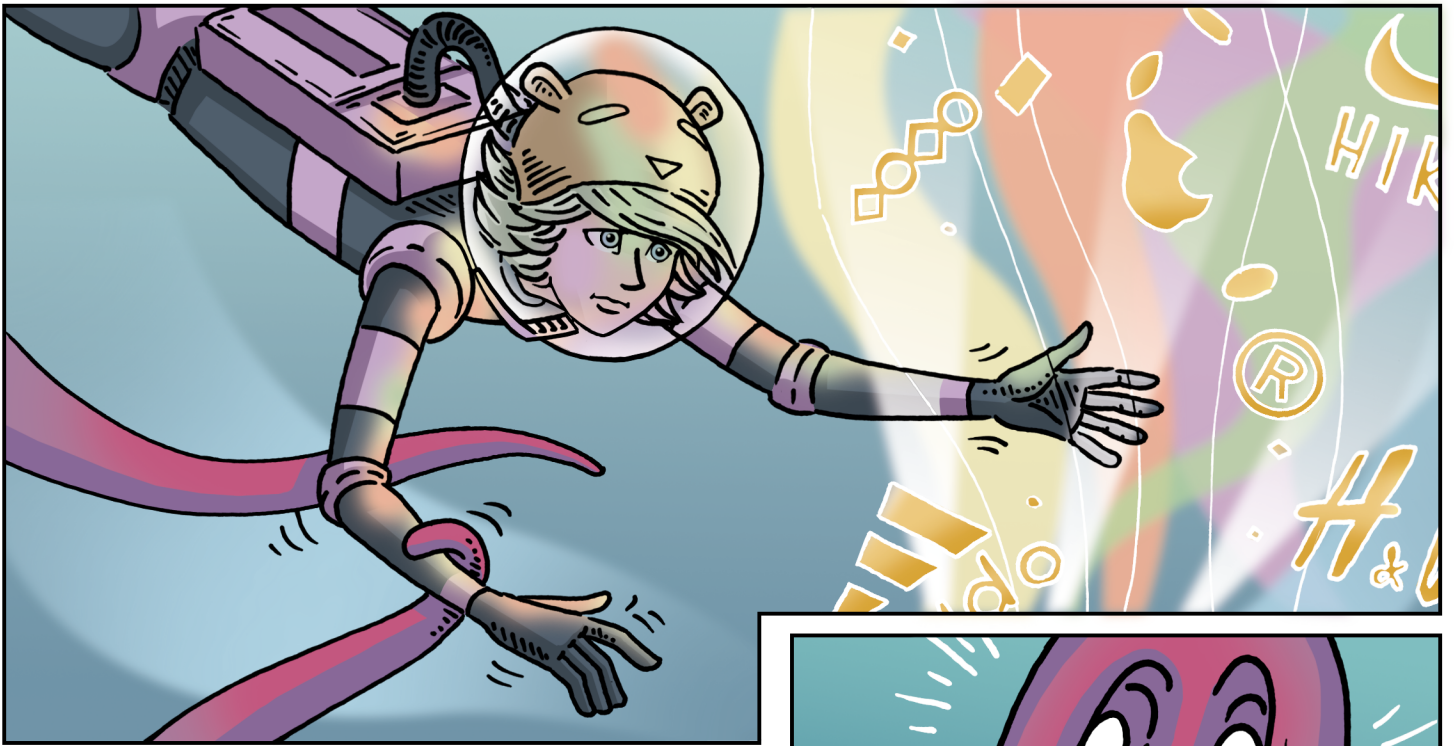
But is there something wrong with them?

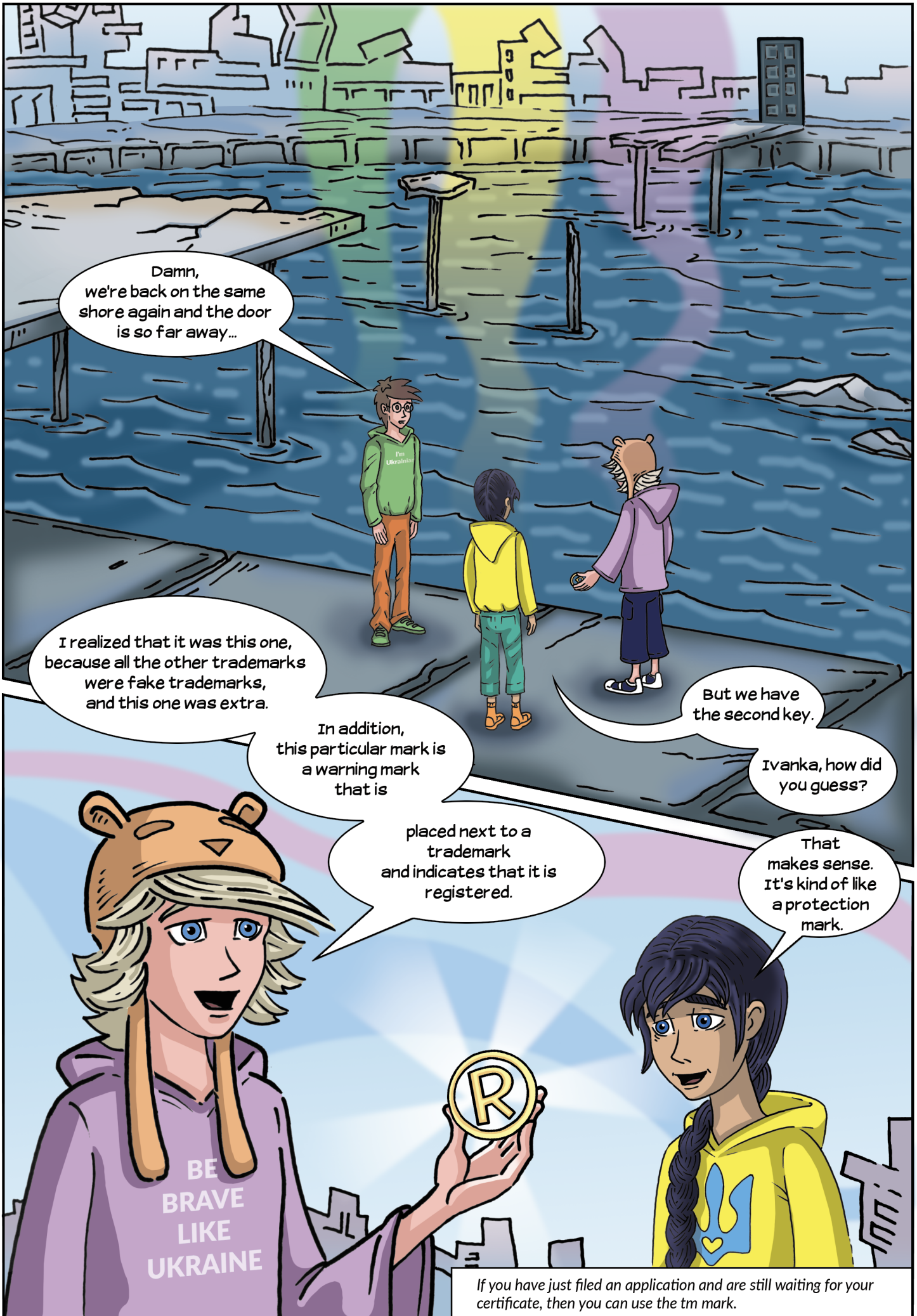


They're probably fake logos of famous brands.

What, Ignorance, are you dabbling in counterfeiting?

Counterfeit products (counterfeit) are products manufactured with a violation of technology or unlawful use of a trademark, or copying the form, packaging, external design, as well as unlawful reproduction of another person's goods."





Damn, we're back on the same shore again and the door is so far away...

I realized that it was this one, because all the other trademarks were fake trademarks, and this one was extra.

In addition, this particular mark is a warning mark that is

placed next to a trademark and indicates that it is registered.

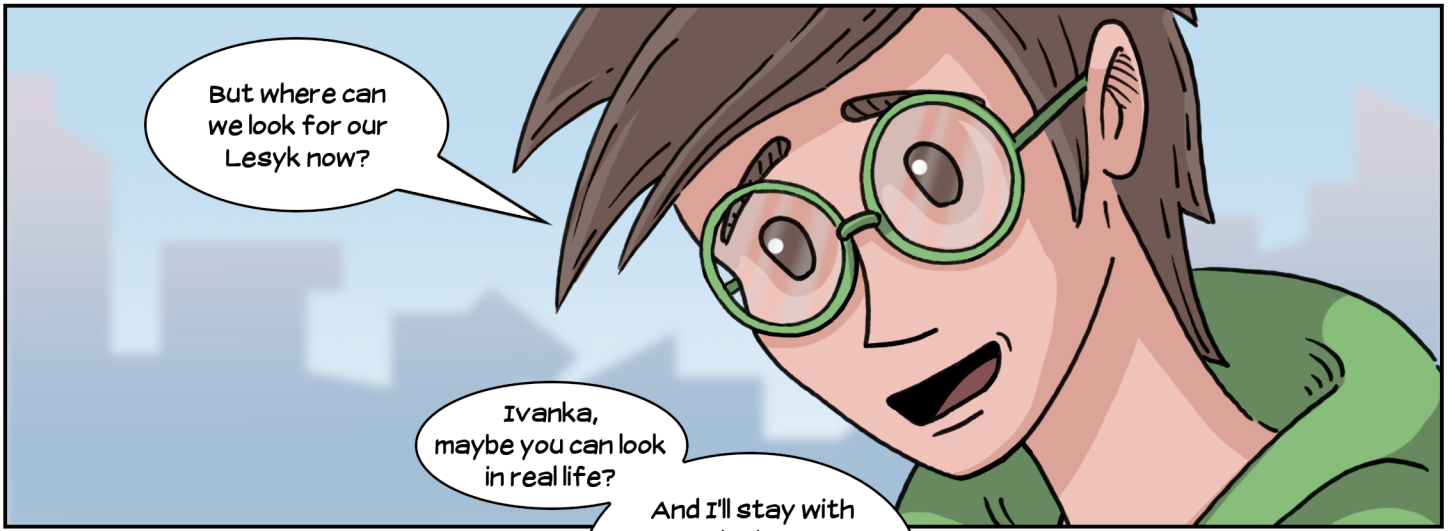
But we have the second key.

Ivanka, how did you guess?

That makes sense. It's kind of like a protection mark.

BE BRAVE LIKE UKRAINE

If you have just filed an application and are still waiting for your certificate, then you can use the tm mark.



To be continued...



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