

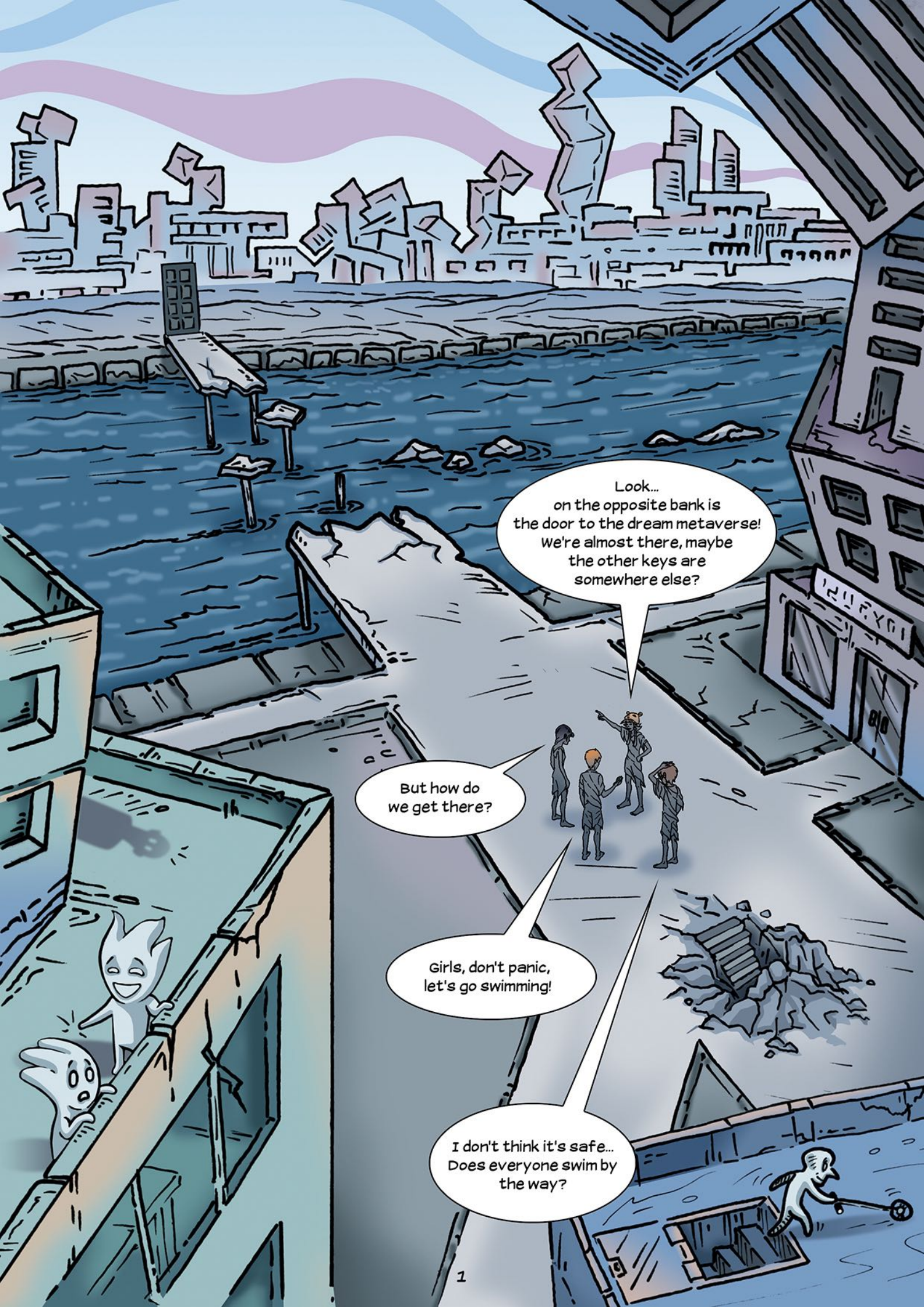
# METAVVERSE

TRAVELERS



3  
Episode

BRAND HERITAGE

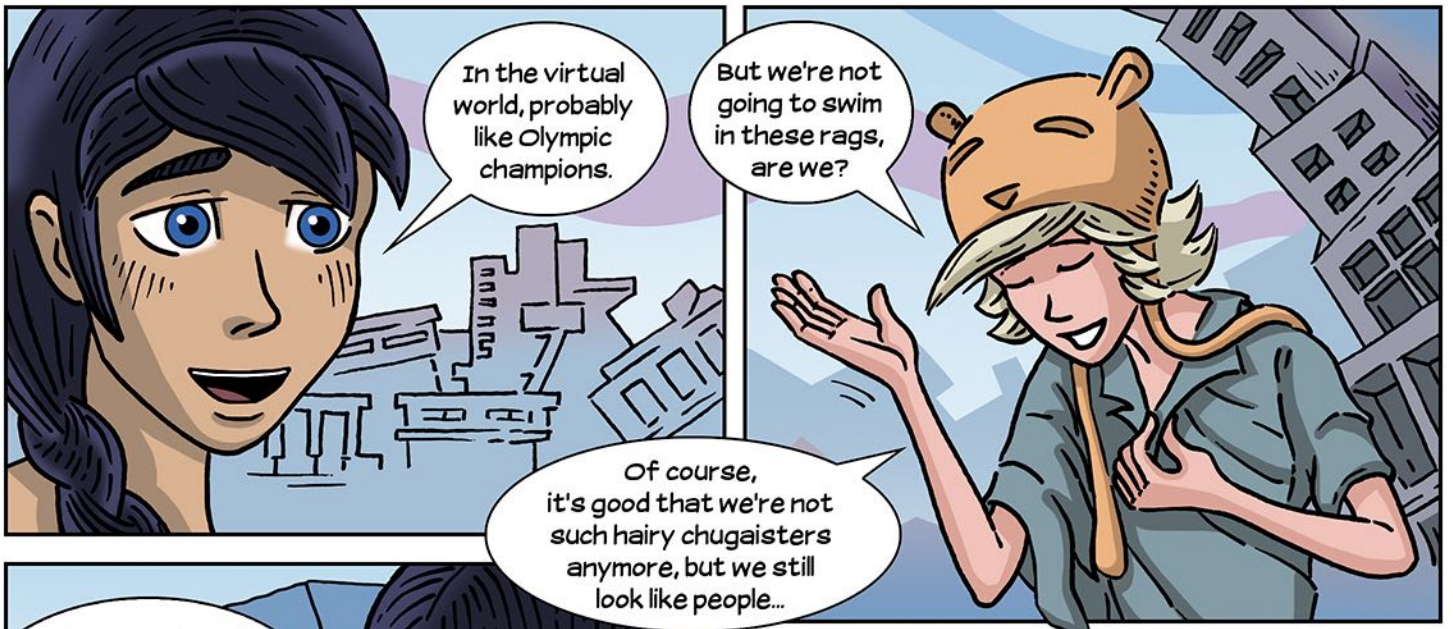


Look...  
on the opposite bank is  
the door to the dream metaverse!  
We're almost there, maybe  
the other keys are  
somewhere else?

But how do  
we get there?

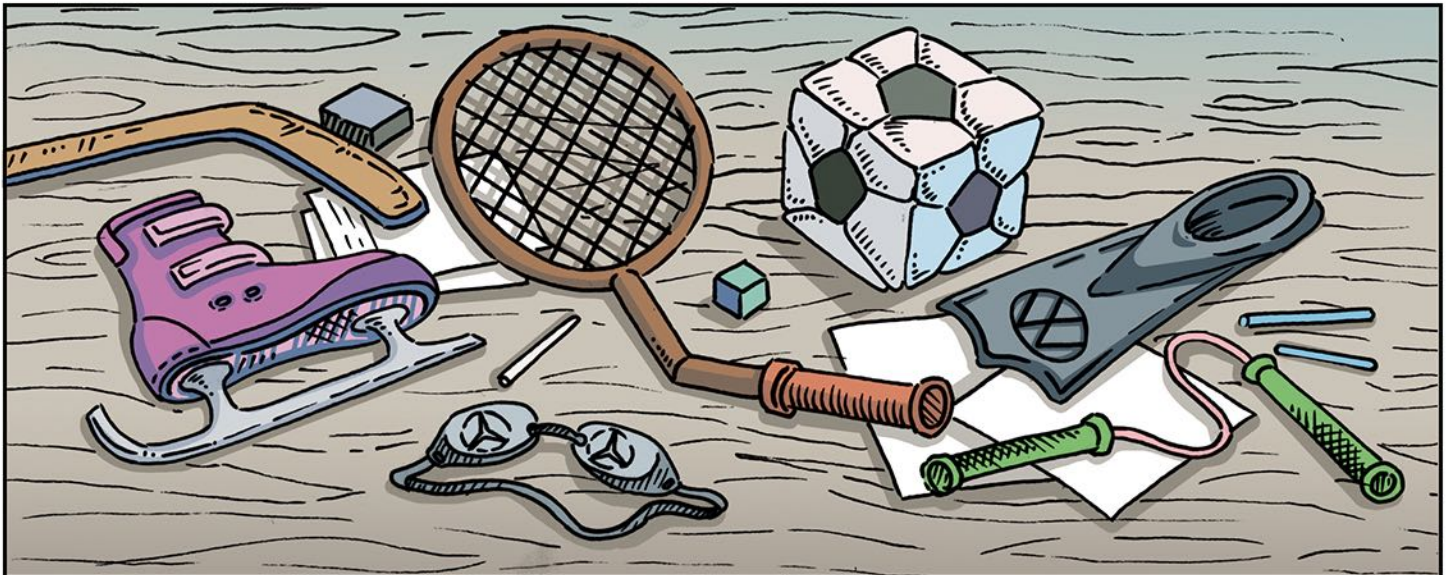
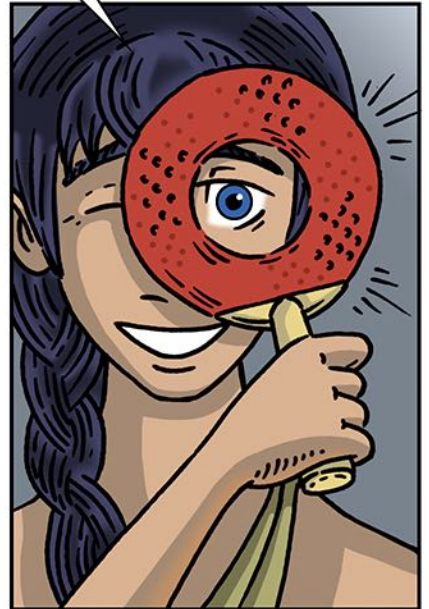
Girls, don't panic,  
let's go swimming!

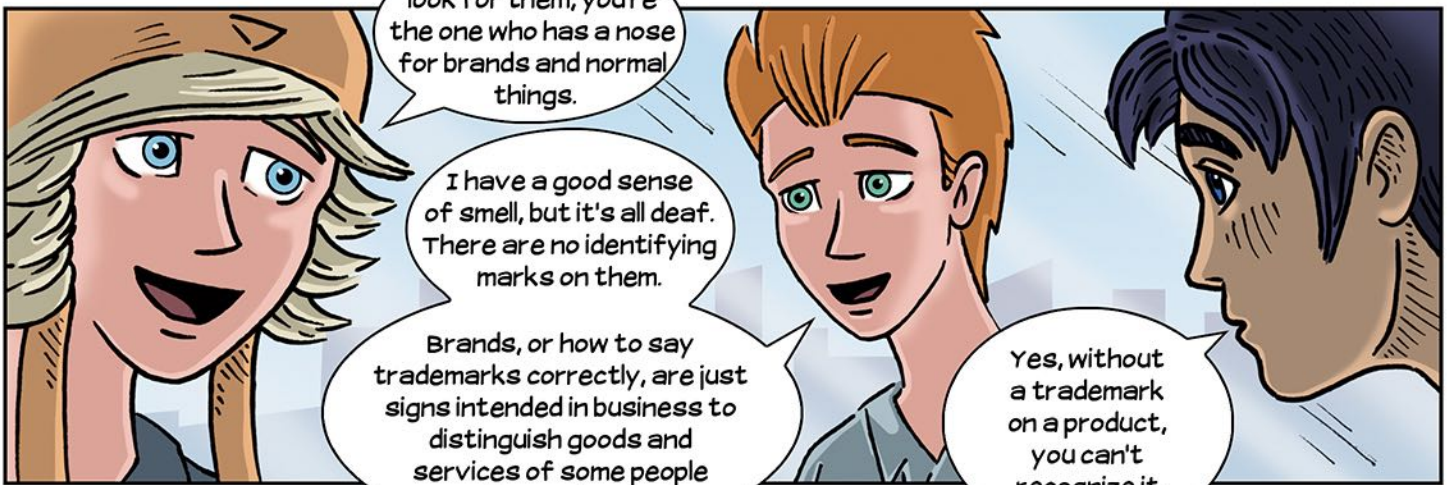
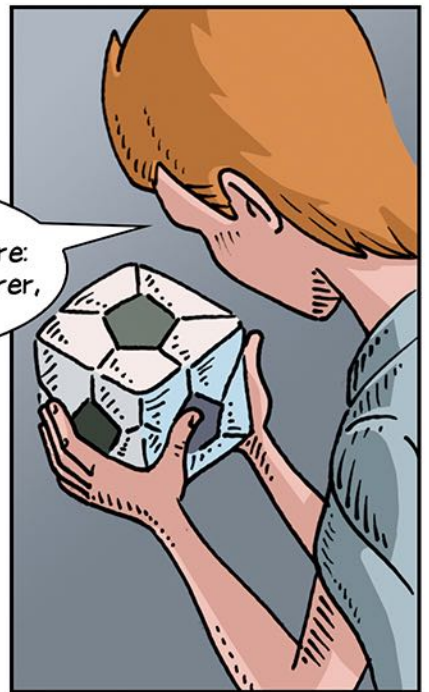
I don't think it's safe...  
Does everyone swim by  
the way?

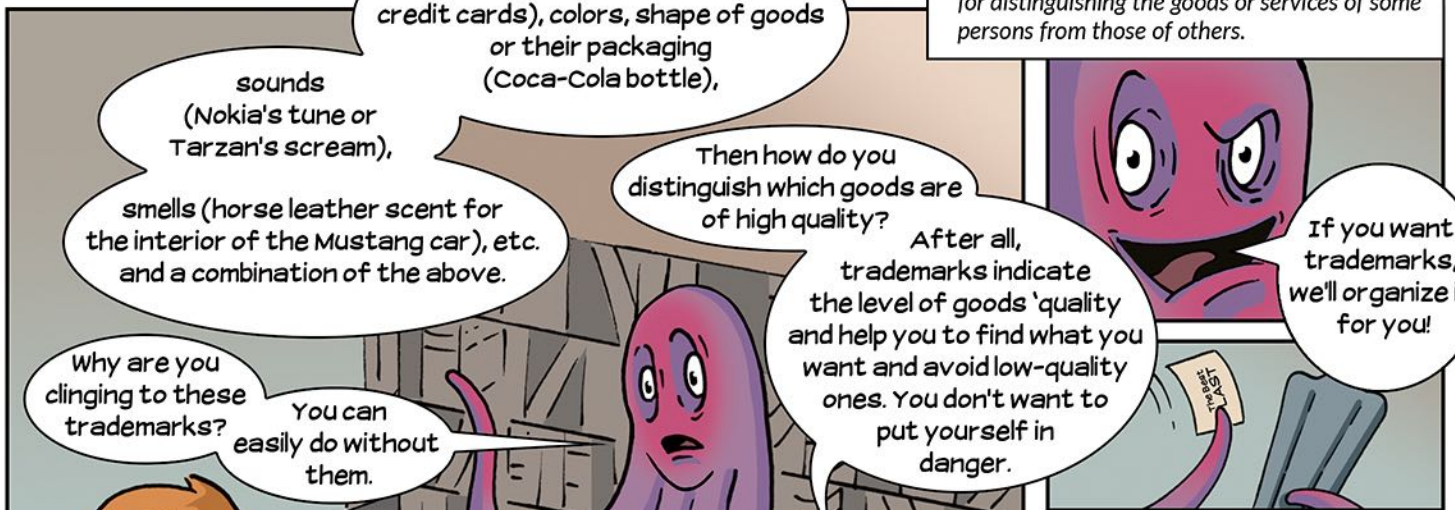
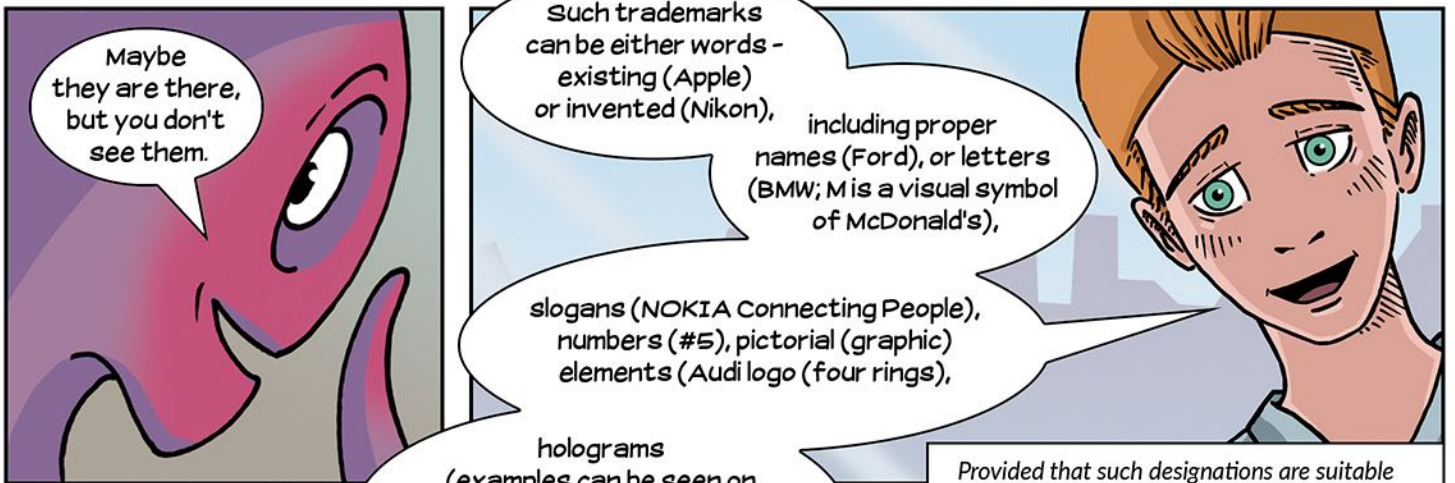
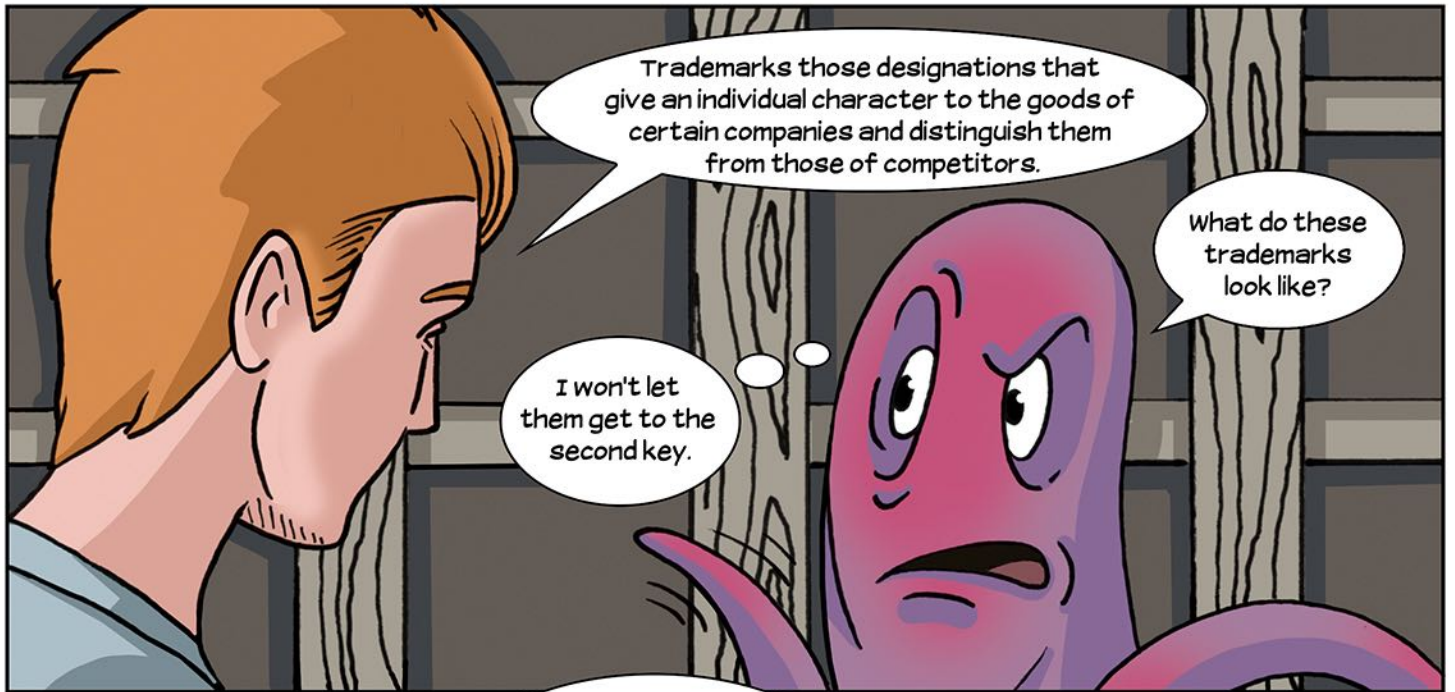




I don't see anything worthy here.









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.

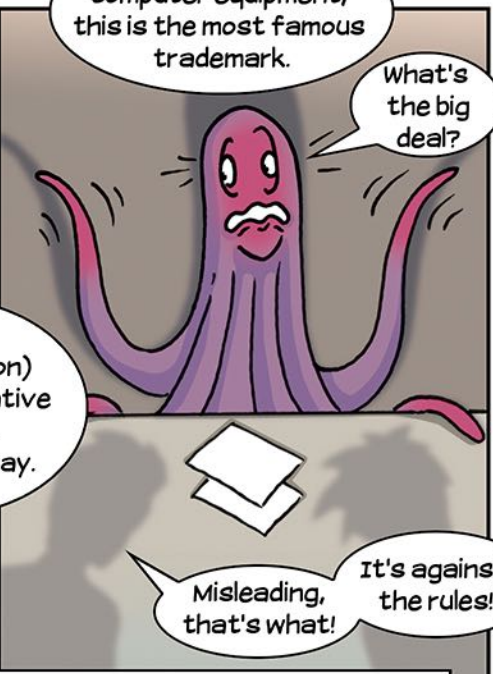


Oh, I found some kind of  
"100% cotton" label here.

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

What's  
the big  
deal?

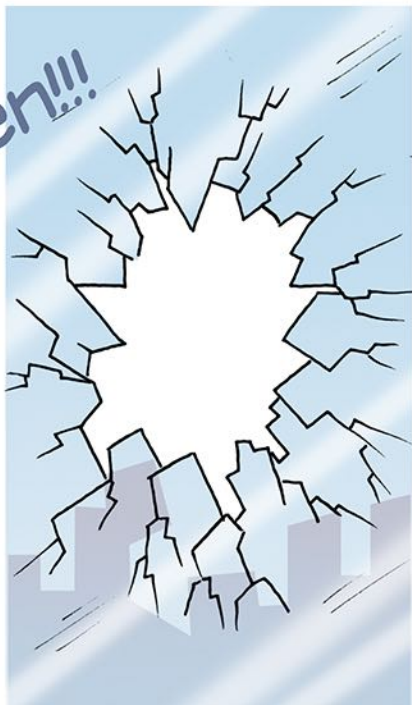
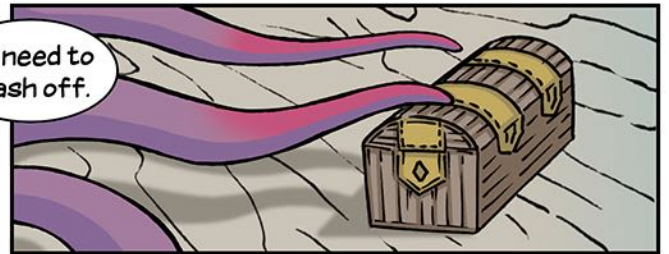
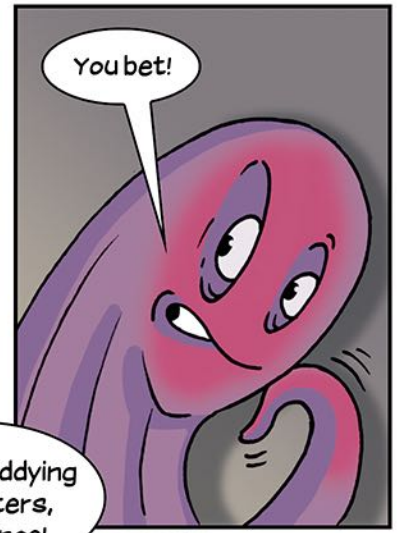
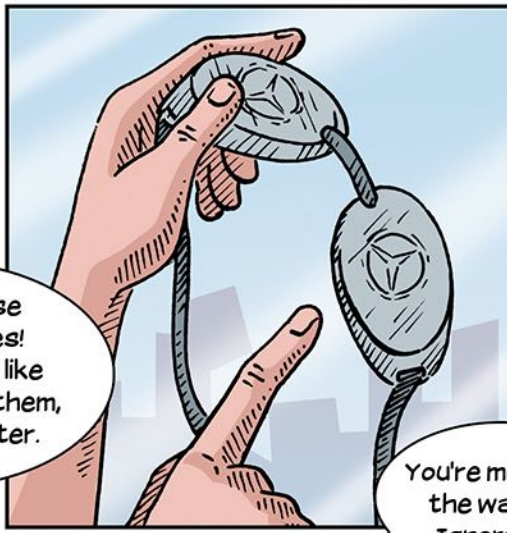
Yeah,  
rubber cotton)  
just an innovative  
material,  
nothing to say.



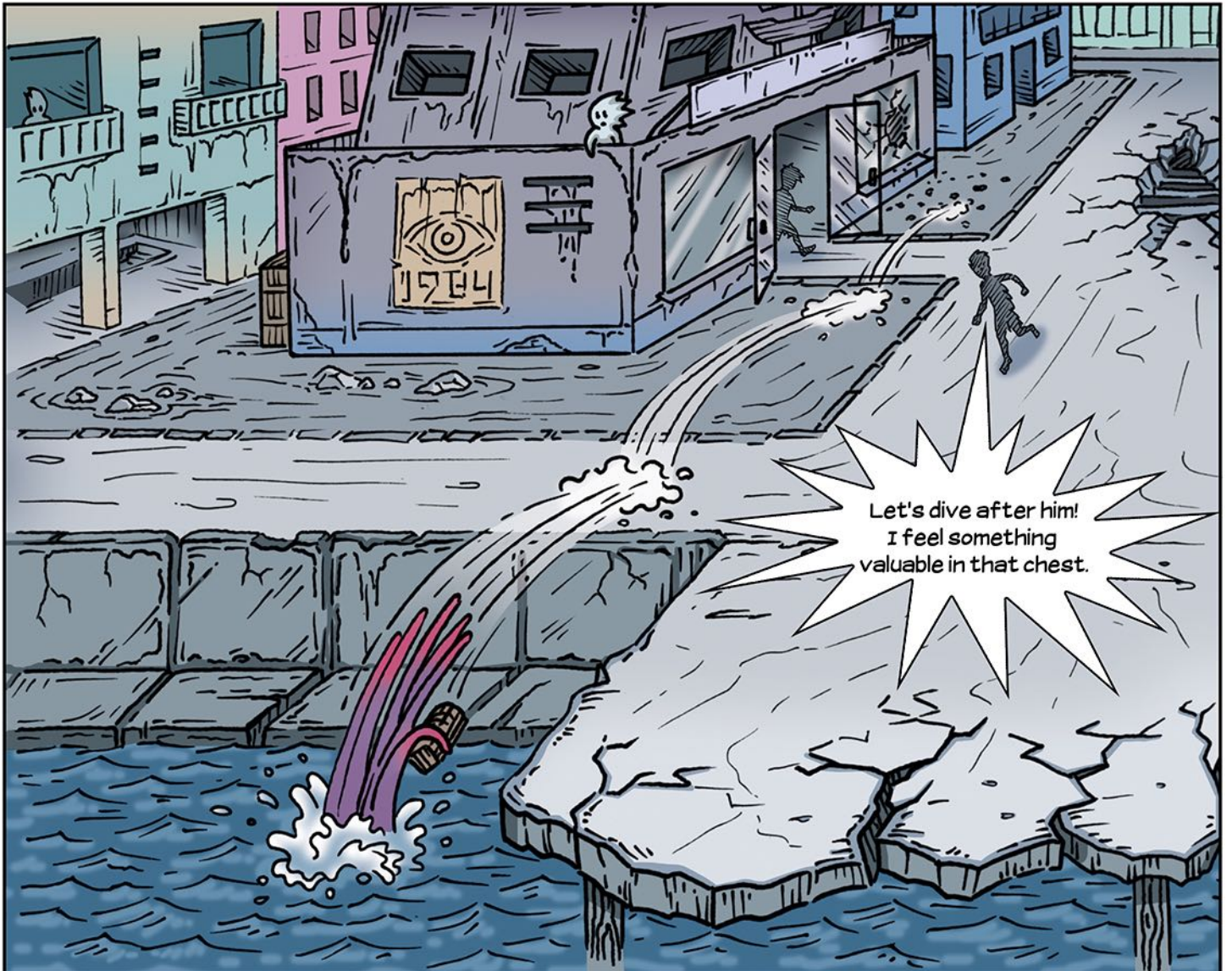
Misleading,  
that's what!  
It's against  
the rules!

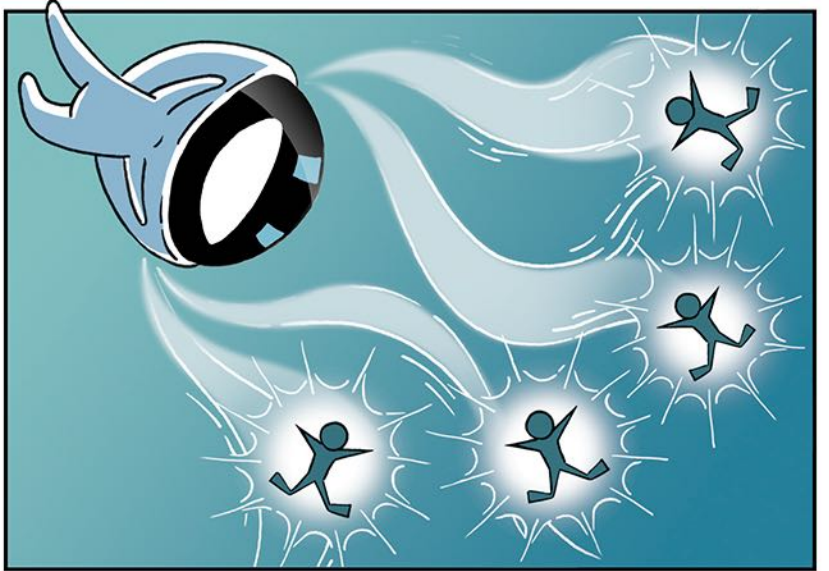
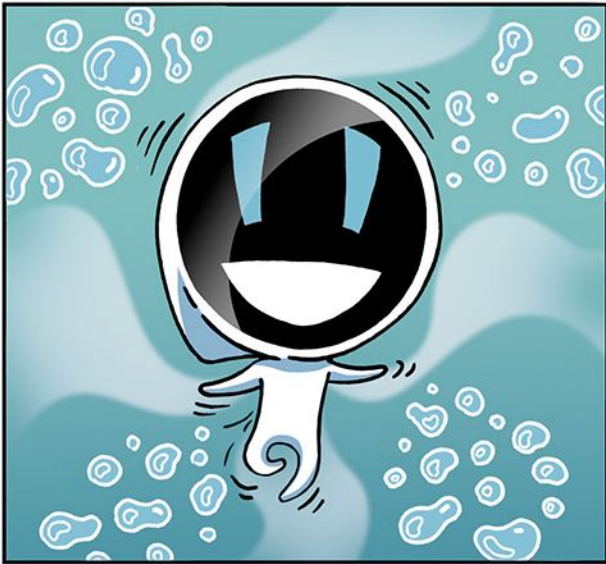
100%  
cotton

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!

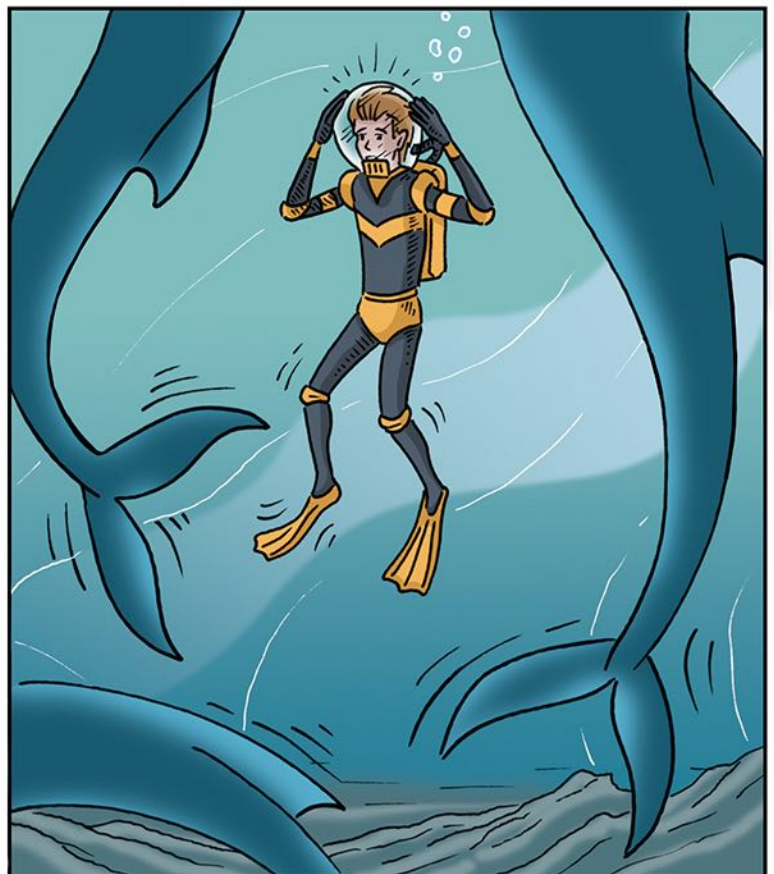
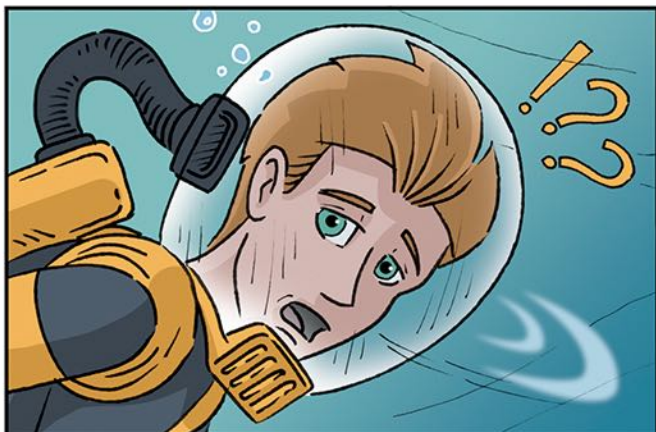
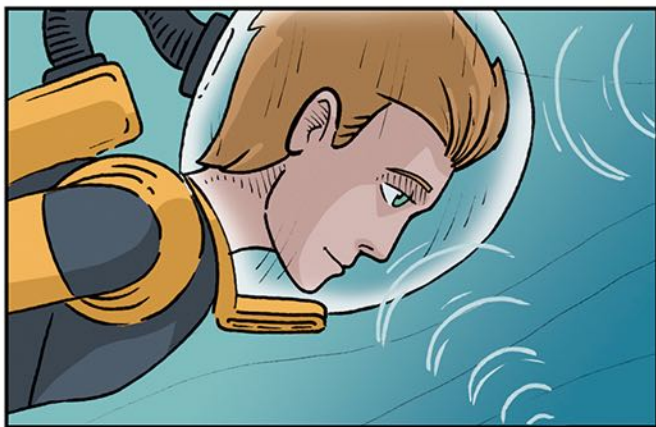
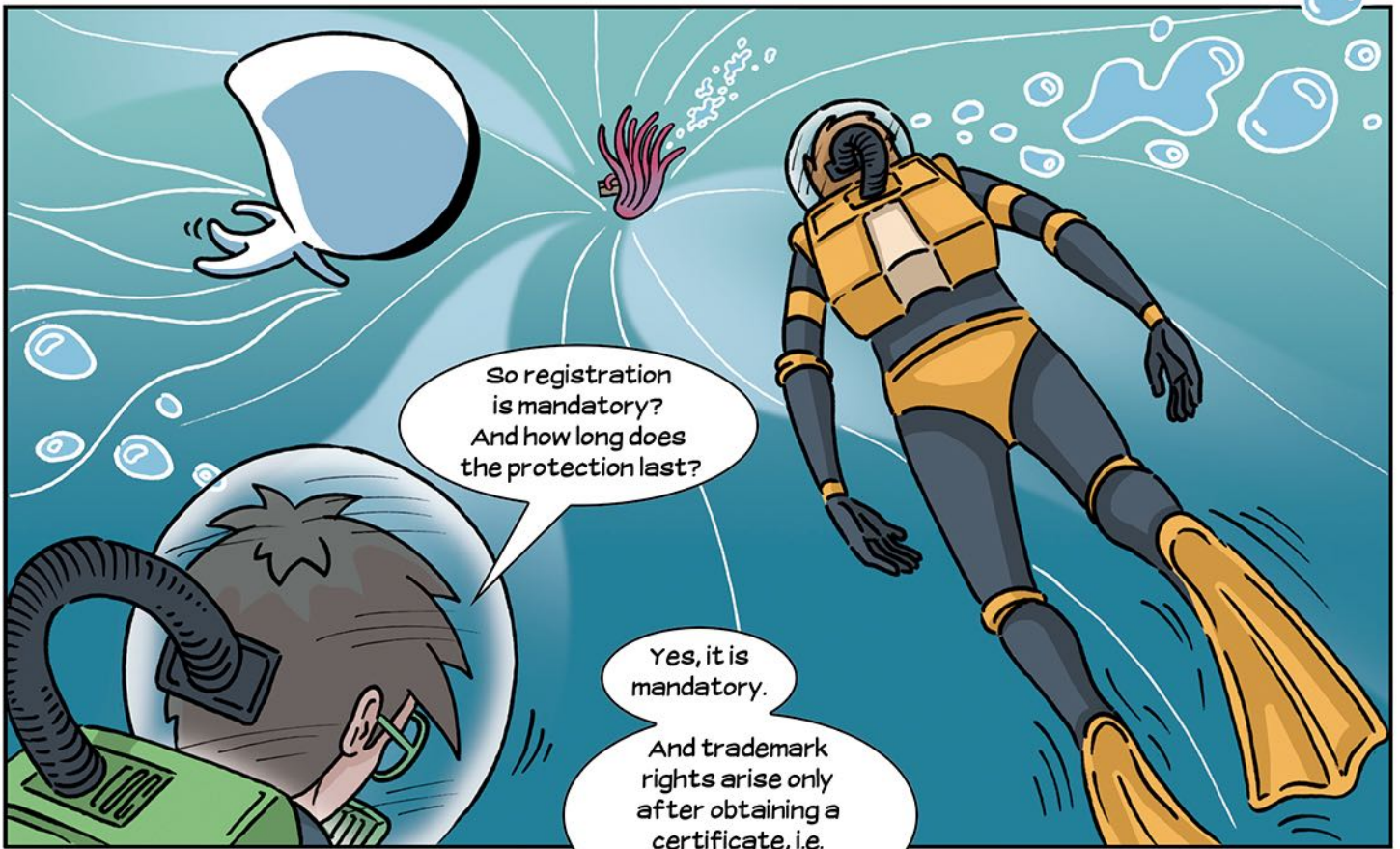
Trademark registration is the most effective way to protect a brand.

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

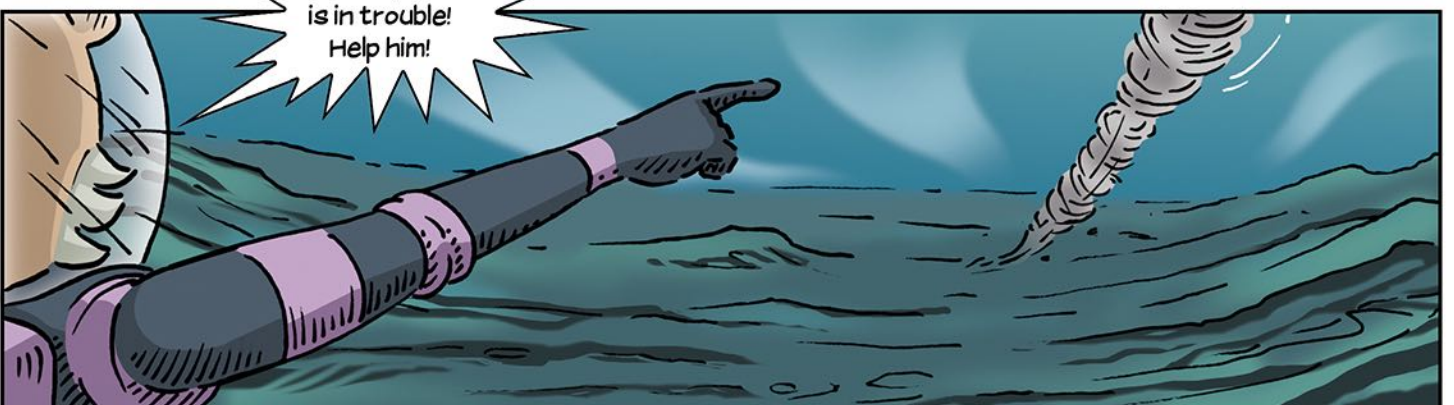
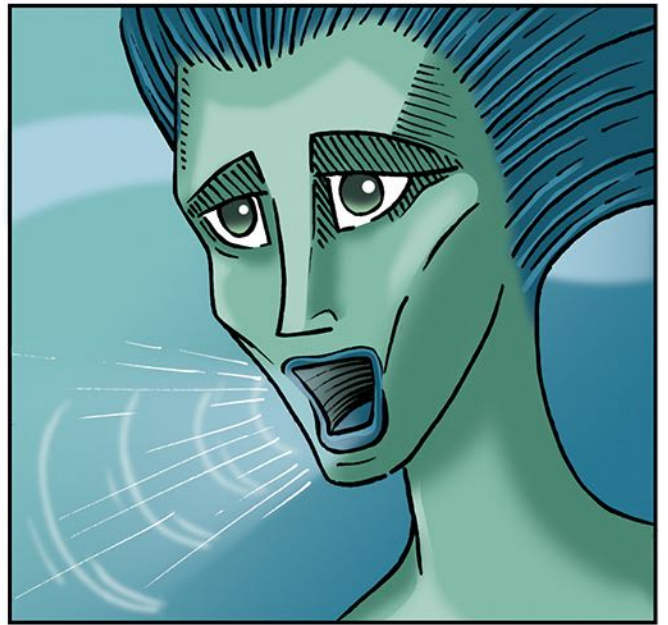
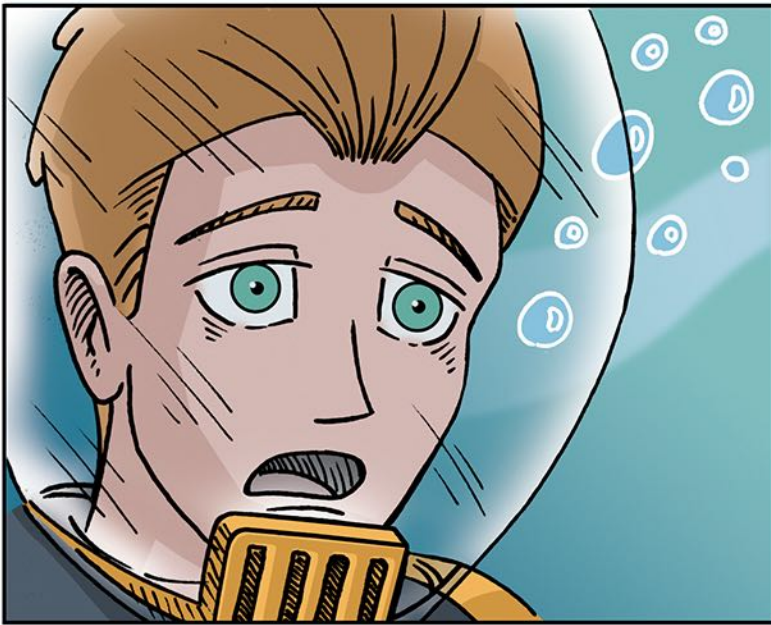
but also enhanced protection on the Internet, the ability to register a domain in the UA zone, and increased opportunities to advertise his goods.

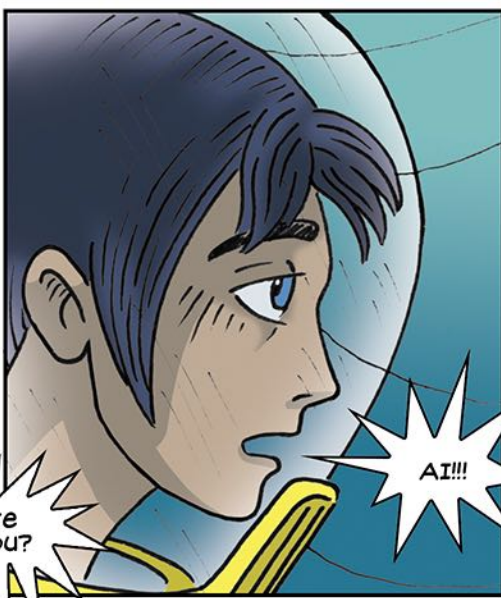
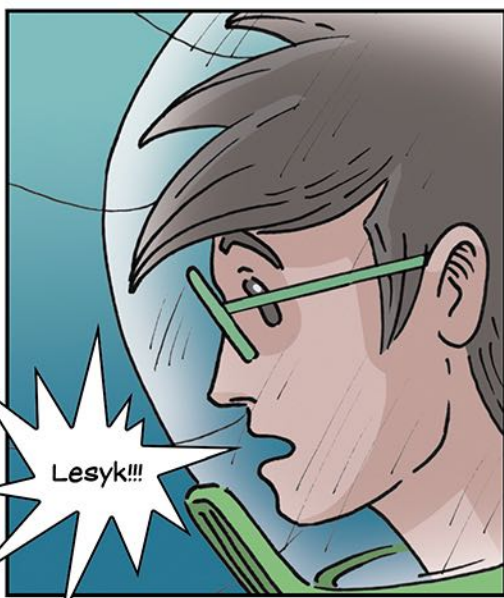
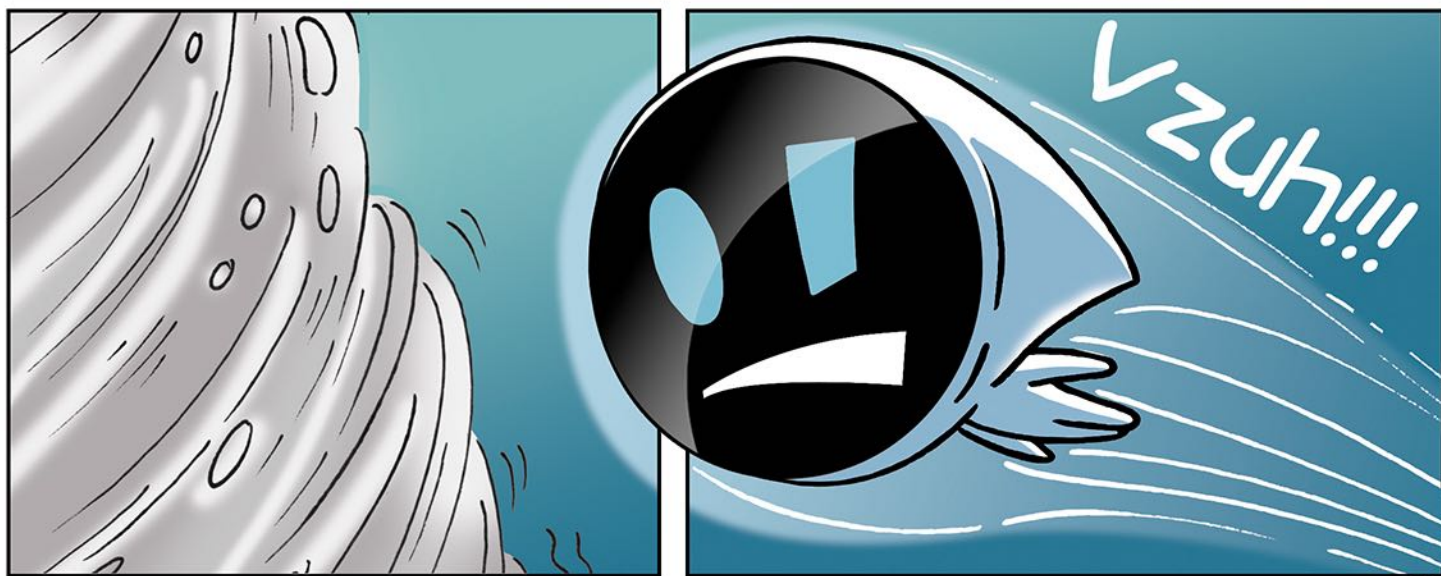
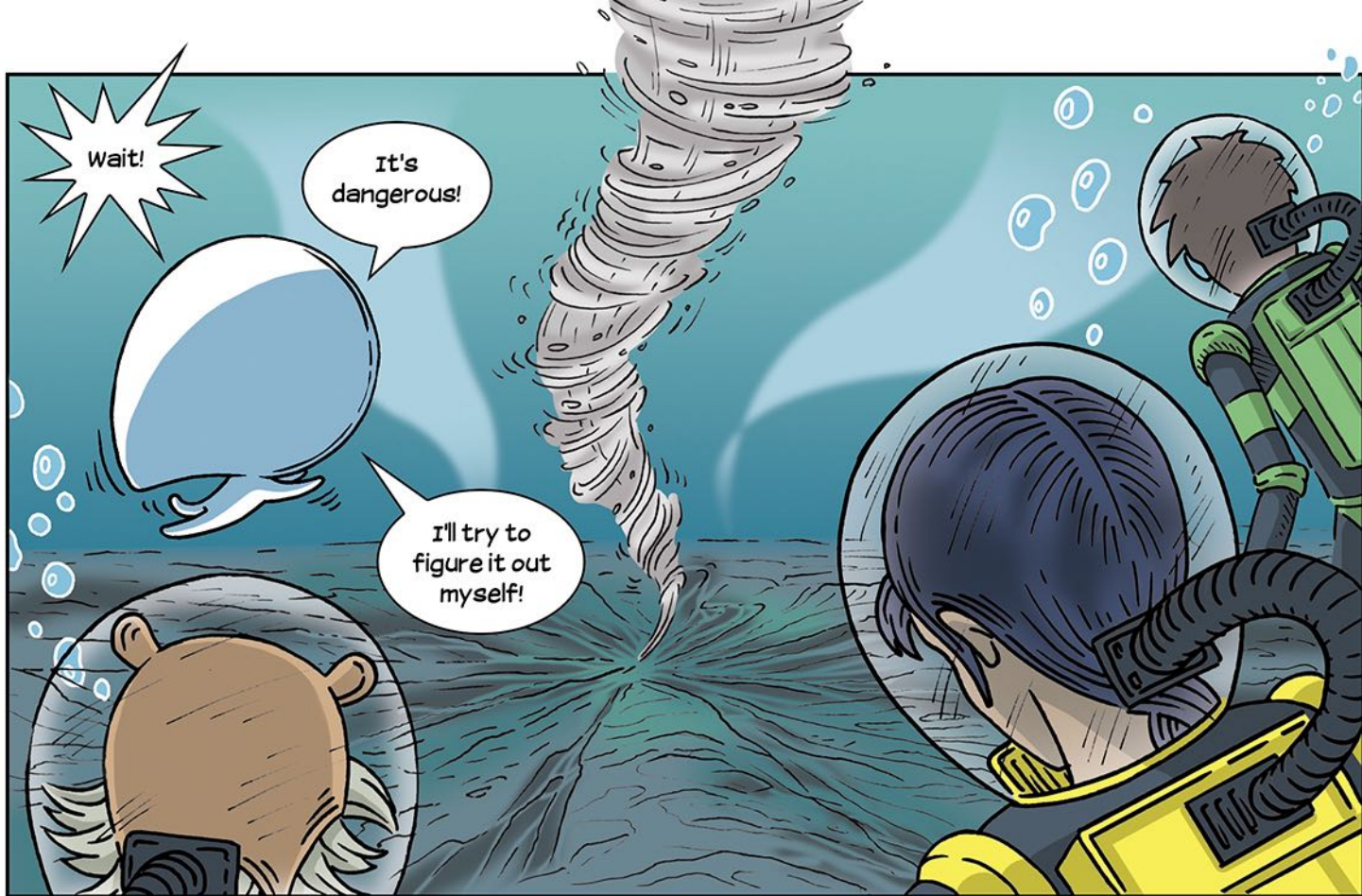
It makes sense, because companies invest a lot of time and money to make their trademark recognized and respected.

That's it!



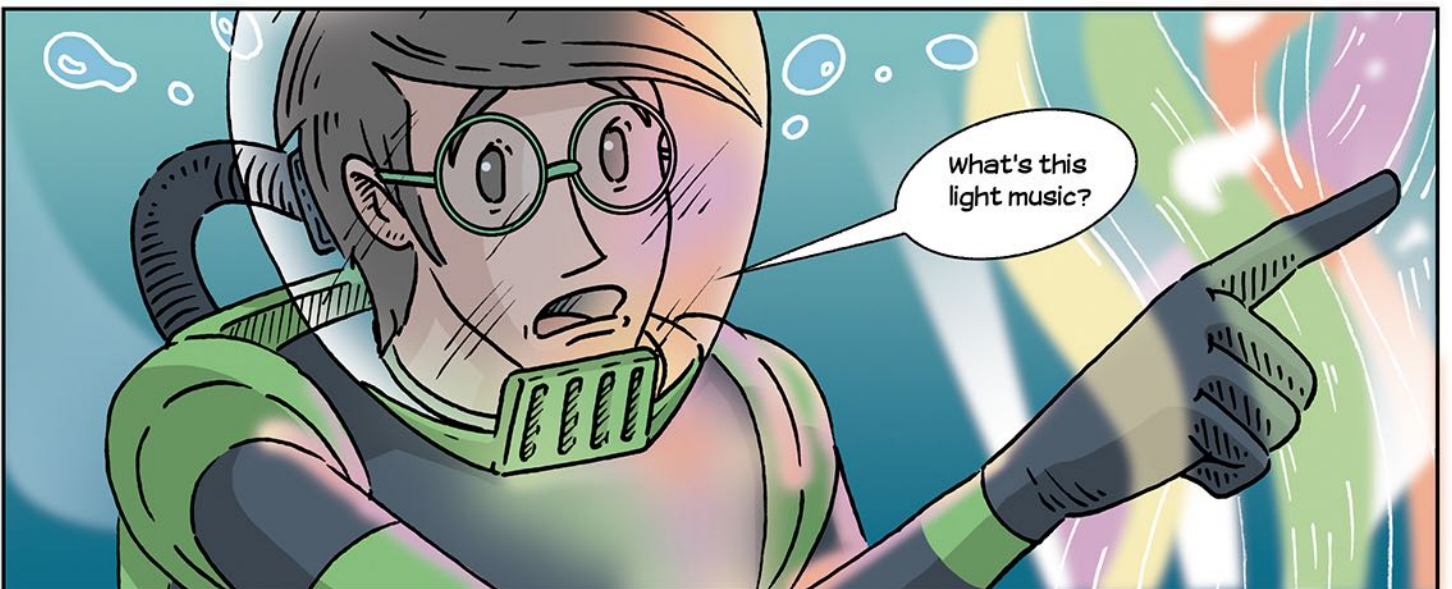
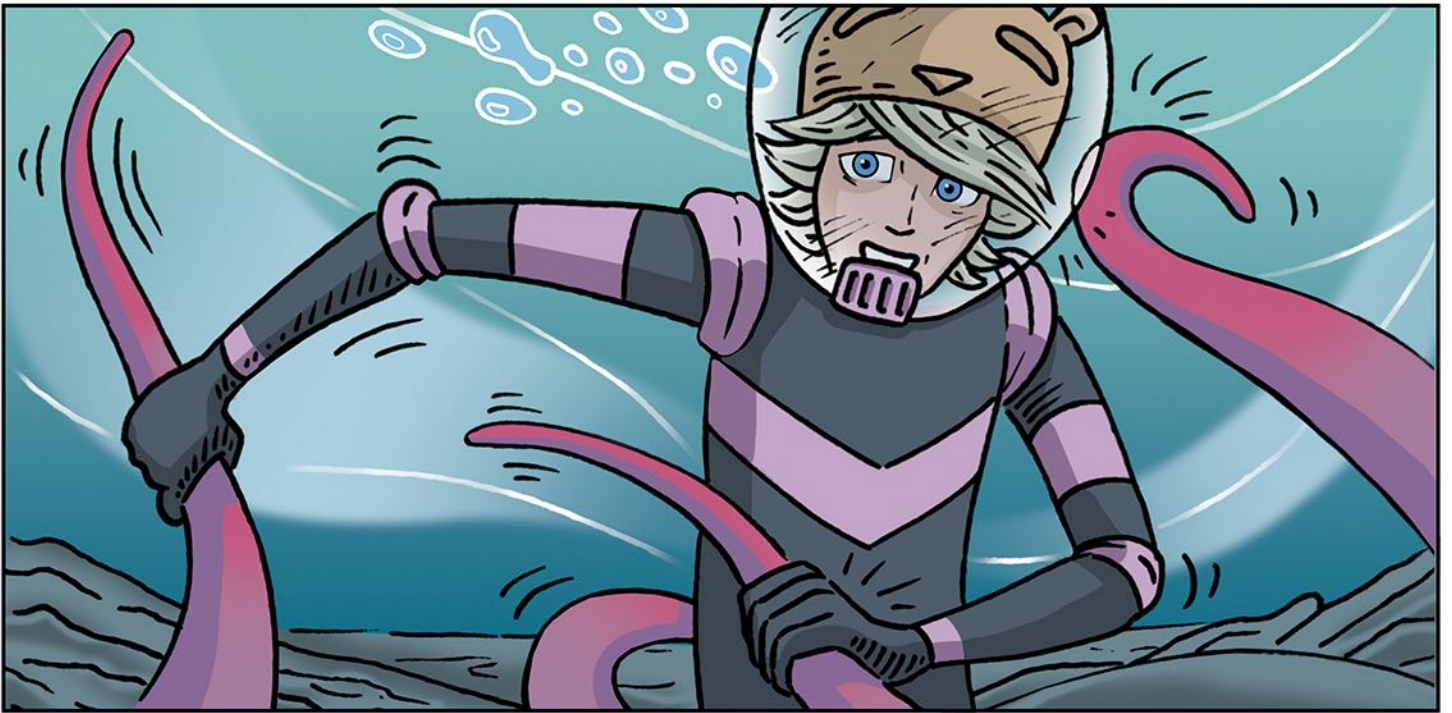








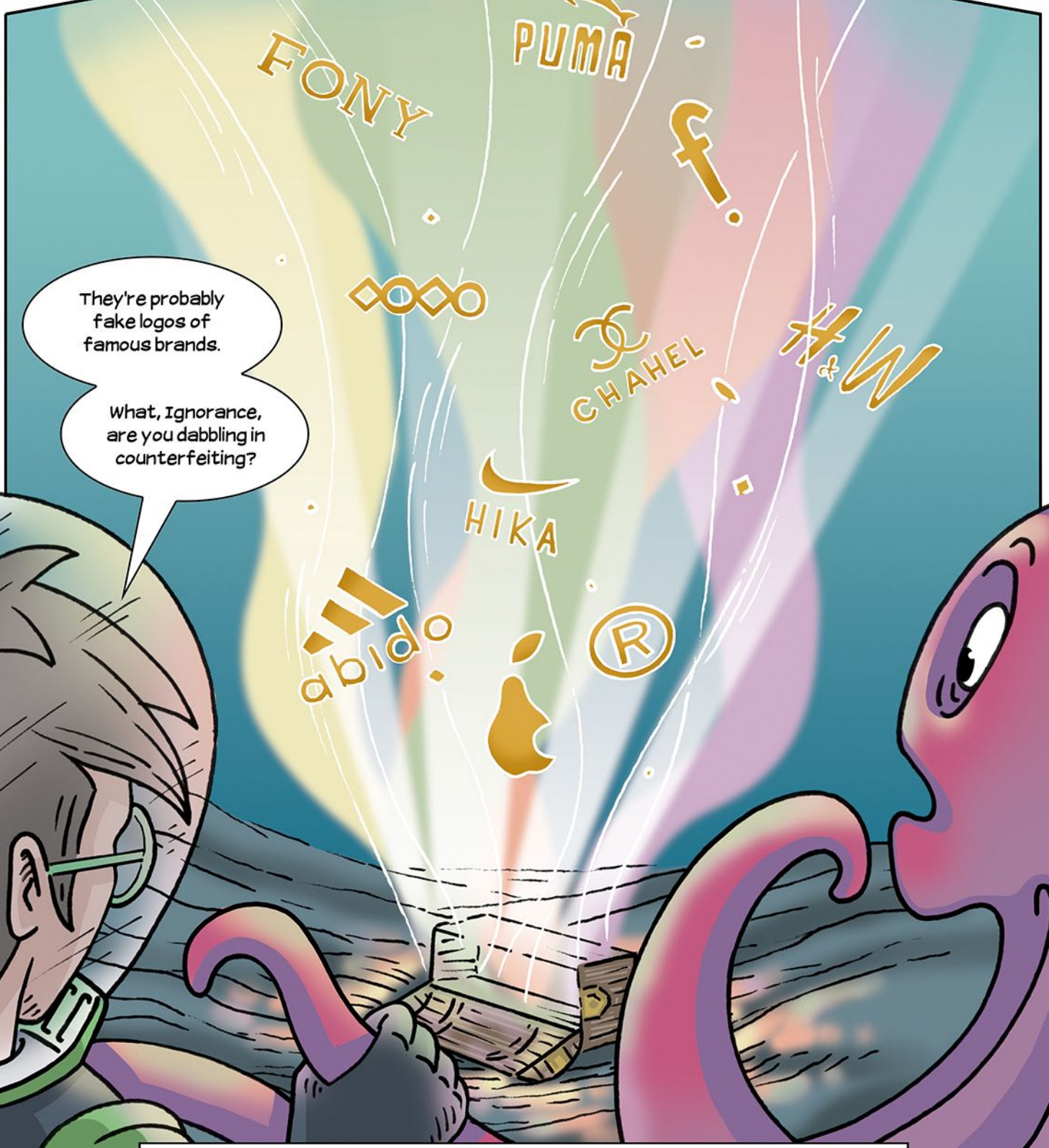






It looks like famous brands.

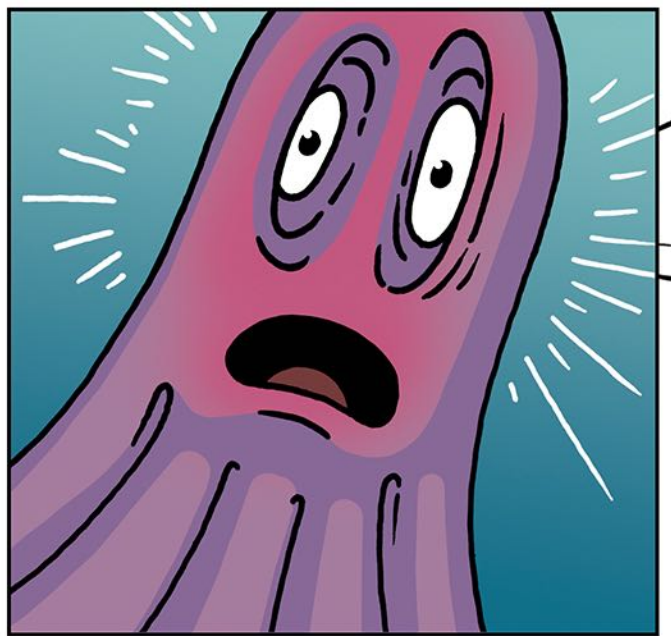
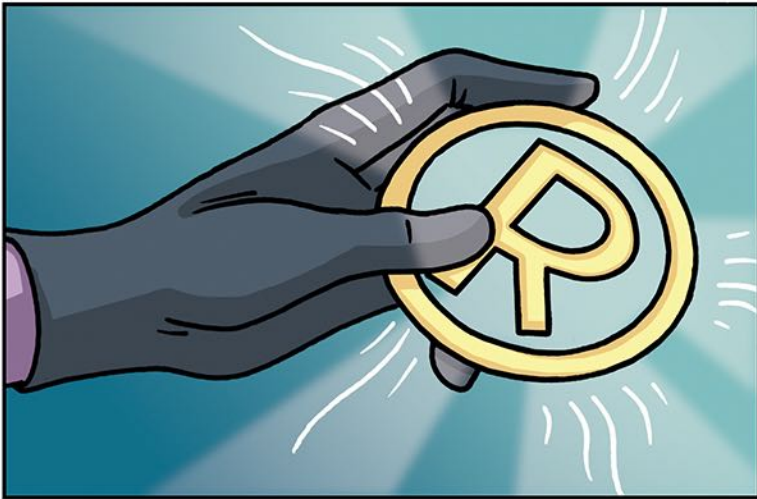
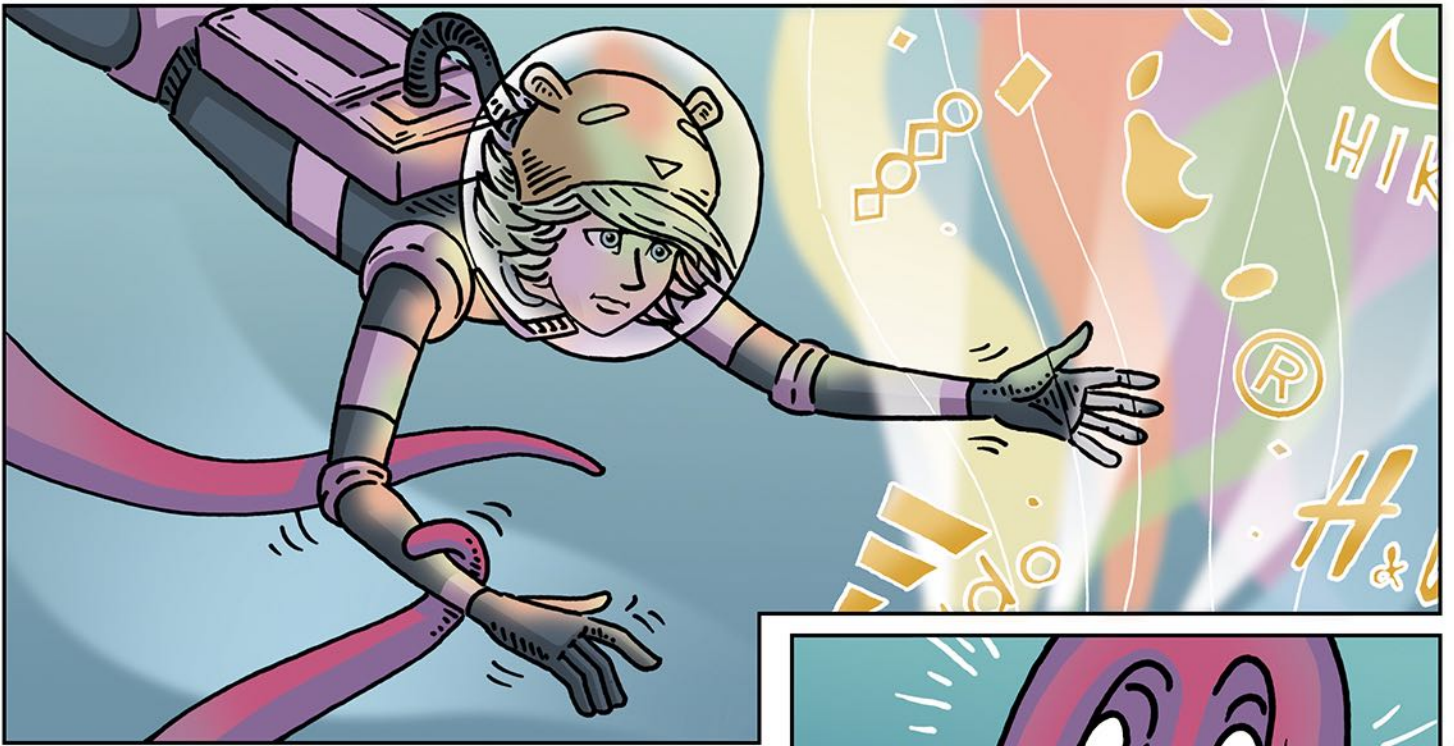
But is there something wrong with them?

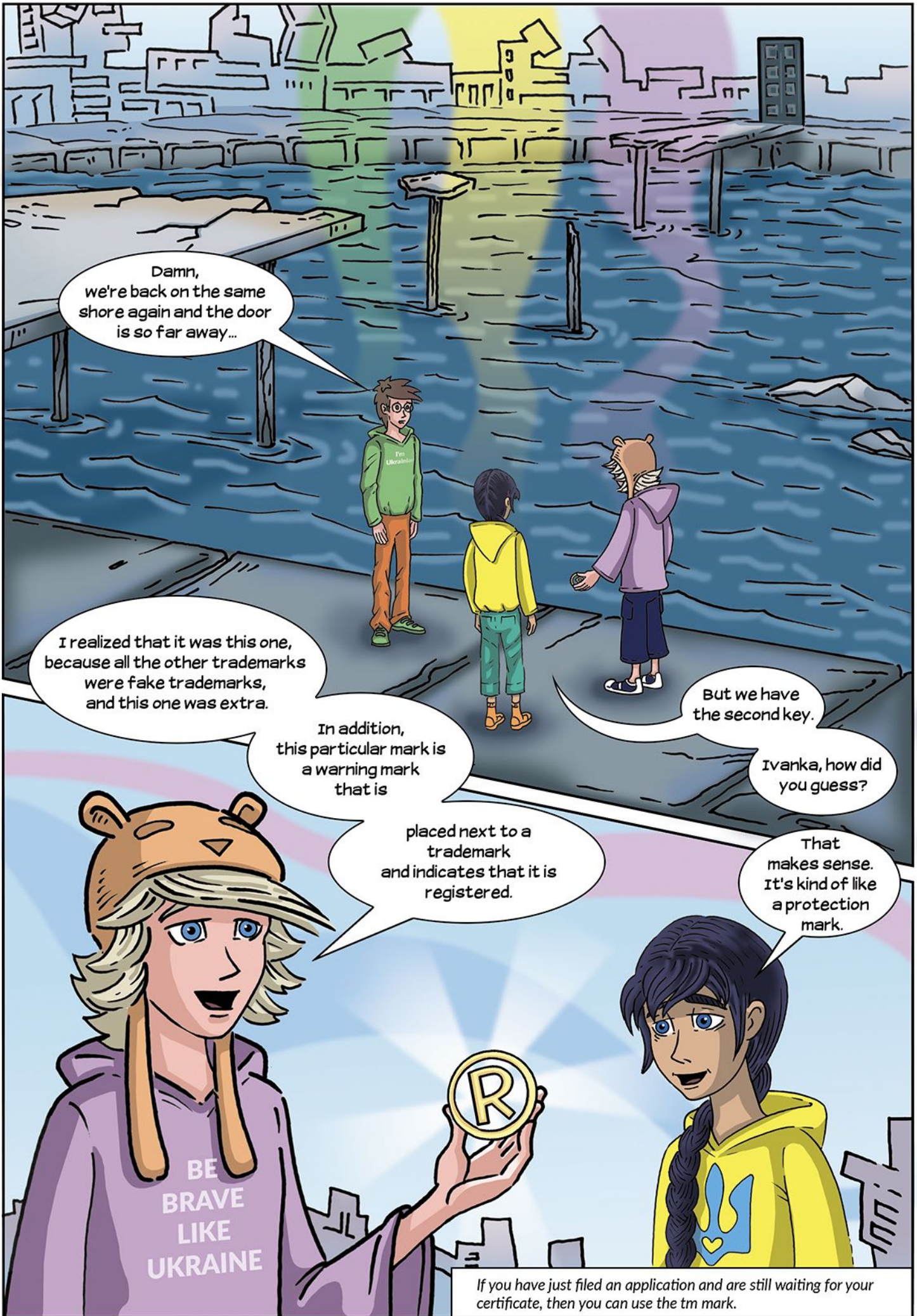


They're probably fake logos of famous brands.

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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