

## Registered Trademarks

Trademarks are registered nationally at the U.S. Patent and Trademark Office. A search to determine whether a trademark is already registered may be conducted in the Public Documents & Patents Department at the Main Library or online at [www.uspto.gov/](http://www.uspto.gov/). Registered trademarks may be identified with the symbol ®.



## Common Law Trademarks

A name identified with a product or service has some legal protection even if it is not registered. These rights begin as soon as a mark is put into use, as may be noted by the ™ symbol. A thorough trademark search must include sources for these 'common law' trademarks. Beyond the legal issues, it makes good business sense to assure that a name or logo is unique to a product or service.

## Business Names

Business names are registered at the state level. They may or may not also be registered at the USPTO as trademarks. There is no comprehensive national register of business names. In Ohio, names are registered at the Office of the Secretary of State.



## Where to Search for Trademarks and Business Names

### Nationally Registered Trademarks

U.S. Patent & Trademark Office

[www.uspto.gov/](http://www.uspto.gov/)

Public Documents & Patents Dept.

Cassis workstation and print sources at Main Library

### General Sources of Business Names

ReferenceUSA

An online database available through the Library at [www.cincinnatiilibrary.org/resources/referenceusa.asp](http://www.cincinnatiilibrary.org/resources/referenceusa.asp)

Dun's Business Locator - CD-ROM database of current businesses G&B

D&B Directory of Service Companies

R338.761 qD926 1989 - current G&B

D&B Million Dollar Directory

R338.7 qD897 1989 - current G&B

MacRae's Blue Book

R670 fM17 1941 - 1997 G&B

Thomas Register of American Manufacturers

[www.thomasregister.com](http://www.thomasregister.com)

R670 fT45 1905 - current G&B

Ward's Business Directory

R338.74025 qW266 1984 - current G&B

Consultants & Consulting Organizations Directory

R658.46025 qC758 1973 - current G&B

Encyclopedia of Associations

R061.3 qG152 1961 - current G&B,S&T

Directory of Corporate Affiliations

R338.86 qD357 1967 - current G&B

TrademarkScan

A Dialog database of state-registered names, available through the Public Documents & Patents Department

### Ohio & Local Business Search

D&B Regional Business Directory - Cincinnati

R338.740257717 qD926 1990 - current G&B

Ohio Business-to-Business Marketing Directory

R338.09771 qO37 1989 - current G&B

Ohio Manufacturers Directory

R670.25 qO37 1983 - current S&T

Office of the Ohio Secretary of State

Ohio business name registration

[www.state.oh.us/sos/](http://www.state.oh.us/sos/)

### General Sources of Brand & Product Names

Trade Names Dictionary

R658.82 qT763 1976 - current S&T

Standard Directory of Advertisers

R659.058 qS785 1964 - current G&B

### Sources for Specific Products & Services

Hundreds of trade directories are available for a wide range of industries. Among the most well-known:

Catalog of Catalogs - mail order catalogs

R381.142025 qC357 1987 - 1997 G&B

CorpTech Directory of Technology Companies

R338.4762138 qC822 1986 - current G&B

Data Sources - software products

R004.028 qD232 current G&B

RN & WPL Encyclopedia - clothing

R687.025 qT355 1979 - current S&T

Sweet's Directory - construction products

[www.sweets.com](http://www.sweets.com)

R690.029 qS974 current S&T

Thomas Food & Beverage Market Place

R338.476413 1934 - current G&B

### Music Groups & Band Names

All-Music Guide

R016.78026 A416 1992 - current A&M

Trouser Press Guide to New Wave Record Reviews

R789.9136 T861 A&M

Music Index

R016.78 qM98 1949 - current A&M

Rough Guide to Rock Music

[www.roughguides.com/music/rock/html](http://www.roughguides.com/music/rock/html)

Ultimate Band List

[www.ubl.com](http://www.ubl.com)

Band Register

[www.bandreg.com](http://www.bandreg.com)

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G&B - Government & Business Department

S&T - Science & Technology Department

A&M - Art & Music Department

## What Is A Trademark?

A trademark is a distinctive word, picture, or symbol that identifies the source of a product or service. A trademark may also be a color, sound, or package design. A service mark distinguishes a service rather than a product.

### Searching Trademarks

The owner of a trademark has the exclusive right to its use on the intended product. Using another's protected name in commerce is infringement and against the law. To establish a unique and legally protected trademark or business name, a thorough search should be made to make sure it is not already in use. Sources listed here can be used for a preliminary search. A more complete search can be obtained through an intellectual property attorney or fee-based private services.

### Searching Logos

A logo is a picture or stylized image that identifies a product or service. Like words and names, the use of logos in business is legally protected. Logo searching is more complex than word searching and requires the use of special search tools. For assistance in searching logos, please call or visit the Public Documents & Patents Department at the Main Library.

The Public Library of Cincinnati and Hamilton County is a designated Federal Patent & Trademark Depository Library.



### Additional Resources

- Check company and product directories in your field; many are available in the subject departments at Main Library.
- Search the Internet using a search engine such as Google or Metacrawler.
- Consult local and regional yellow pages.
- Scan trade magazines for business and product names.

### Application Forms

The USPTO encourages electronic filing of trademark applications through their online forms at [www.uspto.gov/teas/index.html](http://www.uspto.gov/teas/index.html).

Forms to register a business name in Ohio are available online at [www.state.oh.us/sos/](http://www.state.oh.us/sos/).

### Recommended Reading

*Trademark: Legal Care for Your Business & Product Name*

by Kate McGrath  
346.730488 qM147 G&B

### Trademark Assistance

U.S. Patent & Trademark Office  
[www.uspto.gov/](http://www.uspto.gov/)  
Phone: 1.800.PTO.9199 or 703.308.9000

Ohio Secretary of State  
[www.state.oh.us/sos/](http://www.state.oh.us/sos/)  
Phone: 1.877.767.3453 or 614.466.3910

Public Documents & Patent Department  
Main Library 800 Vine St.  
[www.cincinnati-library.org/info/main/pd/](http://www.cincinnati-library.org/info/main/pd/)  
Phone: 513.369.6971  
Hours: Mon - Wed 9-9  
Thurs - Sat 9-6  
Sun 1-5



# Trademarks

**A Guide to  
Resources  
for  
Trademark  
Searching**