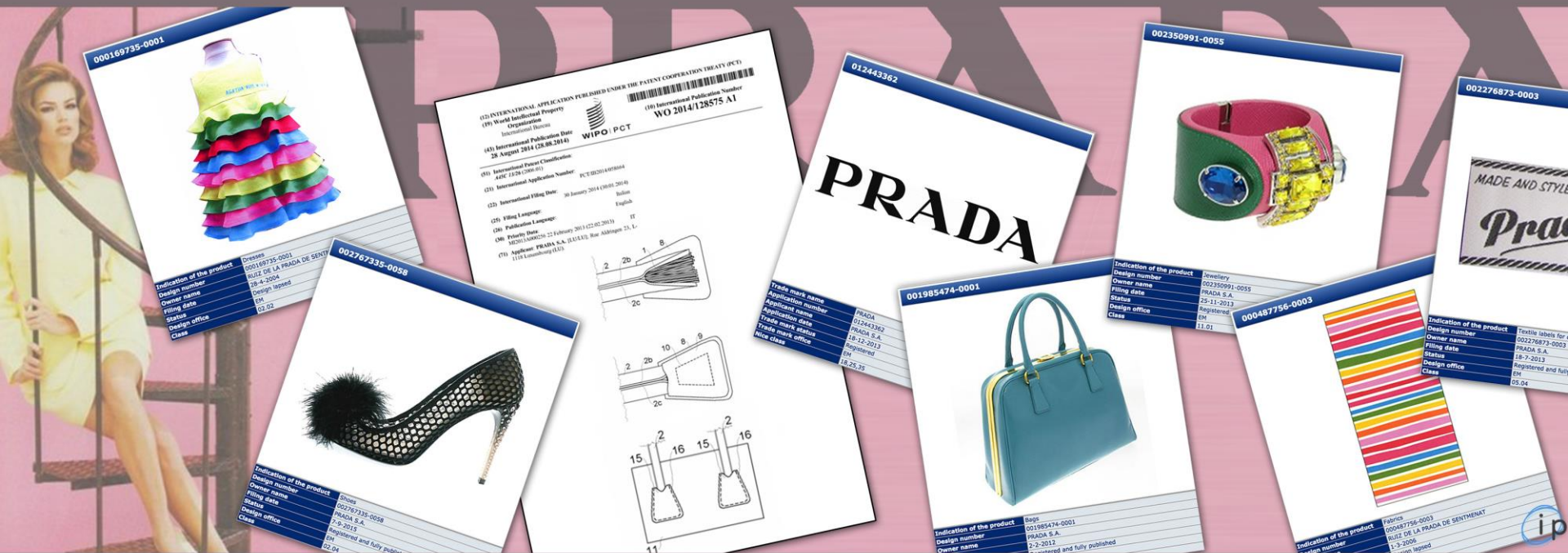


... all 15 of them



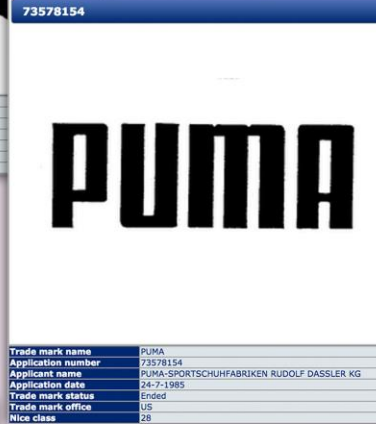
#1 Name & Logo

Choosing a distinctive name for your clothing brand is critical. Short words are best, but often “already taken”. And, definitely add a logo that can be stitched on clothing.

Trademark registrations prevent other from using similar names / logos.



Trade mark name	
Application number	19873386
Applicant name	Puma AG Rudolf Dassler Sport
Application date	18-8-1987
Trade mark status	Registered
Trade mark office	NO
Nice class	14



Trade mark name	PUMA
Application number	73578154
Applicant name	PUMA-SPORTSCHUHFABRIKEN RUDOLF DASSLER KG
Application date	24-7-1985
Trade mark status	Ended
Trade mark office	US
Nice class	28



Trade mark name	LACOSTE
Application number	78713822
Applicant name	Lacoste Alligator S.A.
Application date	15-9-2005
Trade mark status	Registered
Trade mark office	US
Nice class	25



Trade mark name	
Application number	78895956
Applicant name	Lacoste Alligator S.A.
Application date	30-5-2006
Trade mark status	Registered
Trade mark office	US
Nice class	18,25

#2 Pocket Stitching

Pocket stitching - especially on pants' back pockets - is a core element of clothes branding.

With all the pocket designs out there, the difficulty lies in creating your own unique pattern.

Get: Trademark and/or Design
Registration




#3 Clothing Shape

TOP TIP: Get a Design Pending Number for each clothing item in your upcoming season's range.

Design Pending Numbers are cheap deterrents that last for 6 months – SNAP - the exact period of your upcoming season!

Dolce & Gabbana stuffs as many clothes they can fit into each design application, but this approach is slightly embarrassing.

2001MIO000146-0008



Indication of the product serie di 99 elementi di abbigliamento comprendenti calzature pantaloni maglie giubbotti scarpe cappelli cappotti
tailleur magliette abiti gonne ecc

Design number 2001MIO000146-0008

Owner name DOLCE & GABBANA S.P.A., Milano - 20100, MI

Filing date 2-3-2001

Status Registered and fully published

Design office IT

Class 02.02

D0525050-0019



Indication of the product Robe de vestir

Design number D0525050-0019

Owner name Young Joo Lee Chang

Filing date 15-3-2017

Status Registered and fully published

Design office ES

Class 02.02

D0526131-0009



Indication of the product Robe de Vestir

Design number D0526131-0009

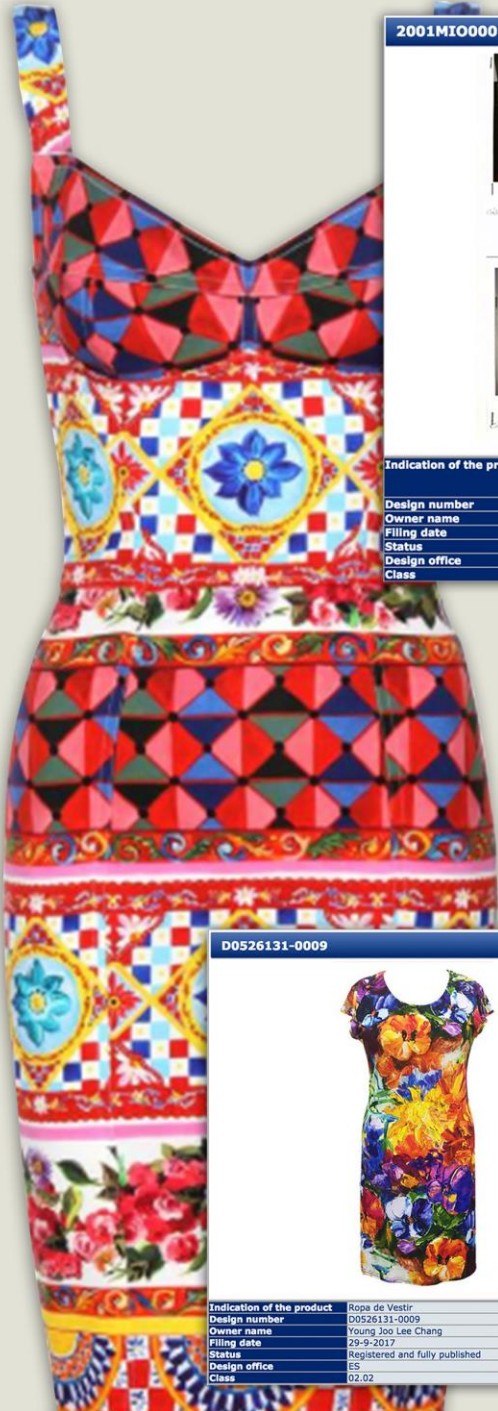
Owner name Young Joo Lee Chang

Filing date 29-9-2017

Status Registered and fully published

Design office ES

Class 02.02



#4 Fabric Pattern

The pattern / print applied to fabric is a major branding element of high-end fashion houses.

Versace doesn't launch a new print without Design registering it; Burberry is possessive of its patterns; and who doesn't recognize Ben Sherman RAF-styled logo?



#5 Weave

Create a distinctive weave design.

Benetton uses a wider weave above the Pecs to create an impression that bulging Pecs are stretching the material.

Get: Design Registration



927906-0001



Indication of the product MAILLE RETOURNEE DESSIN PATCHWORK
Design number 927906-0001
Owner name H M C SA
Filing date 31-12-1992
Status Registered and fully published
Design office FR
Class 05.05.02.02

927908-0001



Indication of the product MAILLE DOUBLE TRESSE
Design number 927908-0001
Owner name H M C SA
Filing date 31-12-1992
Status Registered and fully published
Design office FR
Class 05.05.02.02



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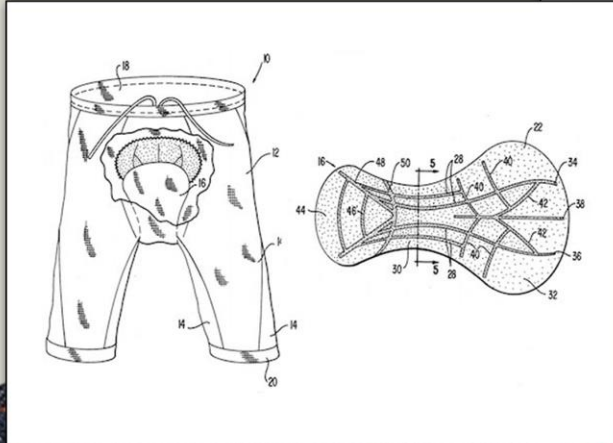
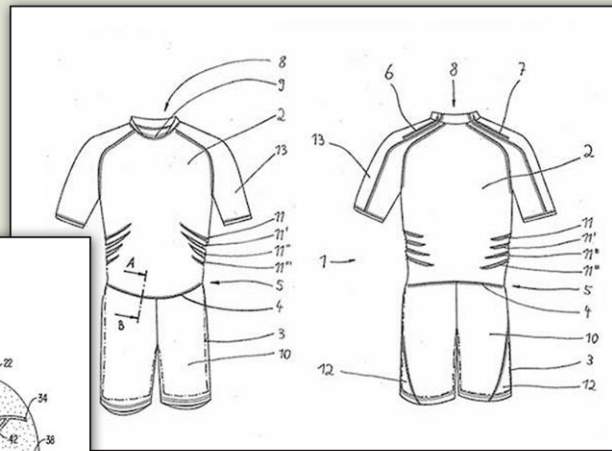
#6 New “Features”

First Prize goes to designers that add new “features” to their clothing, as these can be stamped “Patent Pending”.

Levi’s patented the little rivets on the sides of pockets.

Puma patented a onesie with attachable over-shorts.

Nike patented cycling shorts with an embossed liner.



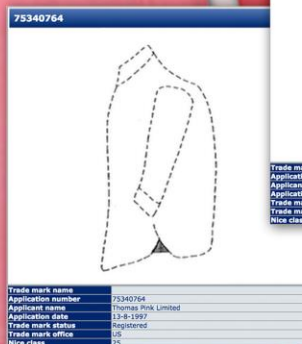
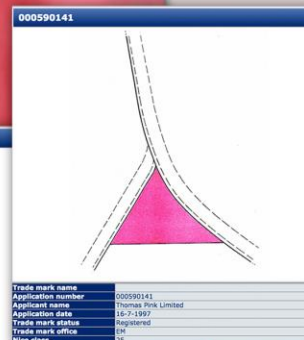
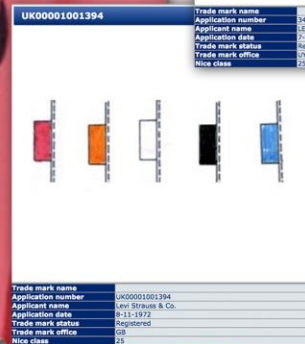
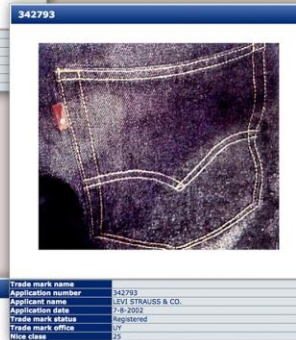
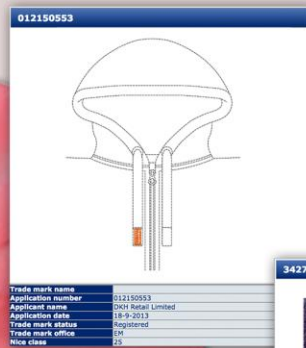
#7 Tabs

Tabs are attention grabbers!

Levi's red tab is legendary.

Noticed the tab at the end of SuperDry's hoodie drawcord? Even Thomas Pink adds Trademarked shirt tabs.

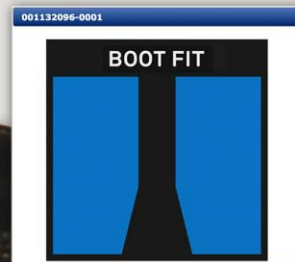
Get: Trademark



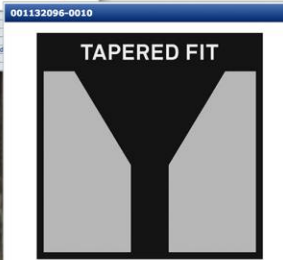
#8 Labels

Labels are not just for material and washing information – they can also communicate the quality and fit of your clothing.

Prada Design Registers theirs; Diesel Trademark Registers theirs; and G-Star uses its label to the max.



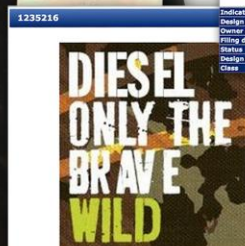
Indication of the product	
Labels	
Design number	001132096-0001
Owner name	G-STAR RAW C.V.
Filing date	29-4-2009
Status	Registered and fully published
Design office	IN
Class	19.08



Indication of the product	
Labels	
Design number	001132096-0010
Owner name	G-STAR RAW C.V.
Filing date	29-4-2009
Status	Registered and fully published
Design office	IN
Class	19.08

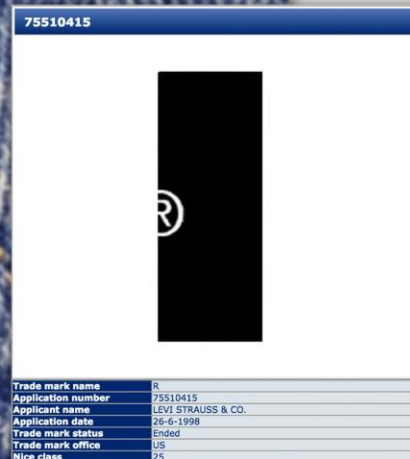


Indication of the product	
T-shirt labels for clothing	
Design number	002276873-0003
Owner name	PRADA S.A.
Filing date	19-7-2003
Status	Registered and fully published
Design office	IN
Class	05.04



Indication of the product	
T-shirt labels for clothing	
Design number	1235216
Owner name	DIESEL S.P.A.
Filing date	22-12-2014
Status	Registered
Design office	WO
Class	1

... Even the [®] Logo



Levi's takes clothes branding to the extreme. They even Trademarked the way their (R) logo is stitched on Levi's labels!

#9 Buttons



Buttons are focal points – perfect spots for logos and branding.

Just ask Levi's. But don't expect Levi's to stop there. No. Why not brand the little patented rivets too?

Get: Trademarks

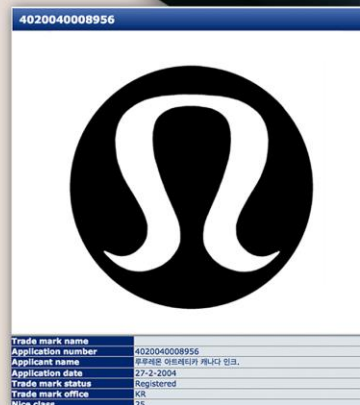


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#10 Seam lines

Lululemon cleverly integrates its logo into the seam lines.

... and then Trademark Registers the “look”.



#11 Elastic waist strip

Underwear elastic waist strips offer premium branding real estate, especially when worn with sagging / low cut pants.

Calvin Klein and Bjorn Borg trademark registered the look of theirs.



1050/1997	
Calvin Klein	
Trade mark name	Calvin Klein
Application number	1050/1997
Applicant name	Calvin Klein Trademark Trust
Application date	6-8-1997
Trade mark status	Registered
Trade mark office	IS
Nice class	8,20,21,24,27,31,35

02009/1989	
BJÖRN BORG	
Trade mark name	BJÖRN BORG
Application number	02009/1989
Applicant name	Björn Borg Design Group AG
Application date	14-3-1989
Trade mark status	Ended
Trade mark office	CH
Nice class	3,9,10,25,28



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#12 Pay-Off Lines

Great Pay-off Lines are priceless.

But most are cringe-worthy. Be careful.

Nike Trademarks them all – the good, the bad and the downright ugly!

815605650	
DO IT RIGHT	
Trade mark name	DO IT RIGHT
Application number	815605650
Applicant name	NIKE INTERNATIONAL LTD.
Application date	2-5-1990
Trade mark status	Expired
Trade mark office	US
Nice class	25

JUST DO IT

86762618	
Trade mark name	JUST DO IT
Application number	86762618
Applicant name	Nike, Inc.
Application date	21-9-2015
Trade mark status	Registered
Trade mark office	US
Nice class	25

815644710

DO IT BETTER

Trade mark name	DO IT BETTER
Application number	815644710
Applicant name	NIKE INTERNATIONAL LTD.
Application date	14-8-1990
Trade mark status	Ended
Trade mark office	US
Nice class	25

78945211

LET ME PLAY

Trade mark name	LET ME PLAY
Application number	78945211
Applicant name	Nike, Inc.
Application date	4-3-2006
Trade mark status	Ended
Trade mark office	US
Nice class	25

77434997

MY BETTER IS BETTER THAN
YOUR BETTER

Trade mark name	MY BETTER IS BETTER THAN YOUR BETTER
Application number	77434997
Applicant name	Nike, Inc.
Application date	28-3-2008
Trade mark status	Ended
Trade mark office	US
Nice class	25

76056594

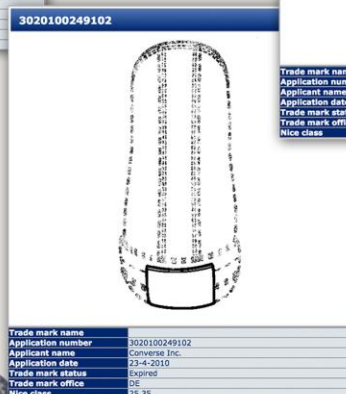
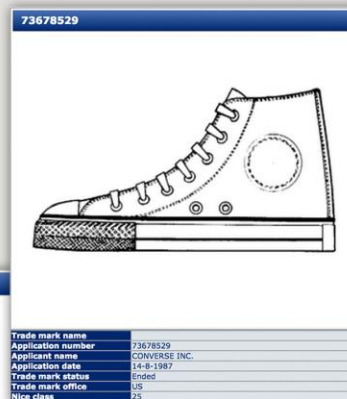
EARLY HURLEY

Trade mark name	EARLY HURLEY
Application number	76056594
Applicant name	Hurley International LLC
Application date	23-5-2000
Trade mark status	Ended
Trade mark office	US
Nice class	25

76263490

HURLEY TO BED

Trade mark name	HURLEY TO BED
Application number	76263490
Applicant name	Hurley International LLC
Application date	18-5-2001
Trade mark status	Ended
Trade mark office	US
Nice class	25



RegisterClothingBrand.com

#13 Shoes – Where to Start?

Shoes present massive opportunities for “left-field” branding ...

Learn from the masters: Puma, Adidas, Dr. Martens and Converse.

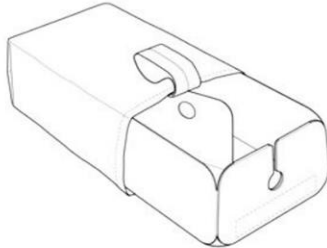
Get: Design Registrations

3020120251811



Trade mark name: CLEVER LITTLE BAG
 Application number: 3020120251811
 Applicant name: PUMA SE
 Application date: 14-4-2012
 Trade mark status: Registered
 Trade mark office: DE
 Nice class: 25

D075111-0003



Indication of the product: 1. Shoe box; 2. Bag; 3. Shoe box
 Design number: D075111-0003
 Owner name: PUMA SE
 Filing date: 22-12-2010
 Status: Design lapsed
 Design office: WO
 Class: 09.03.09.05

77959233



Trade mark name: 77959233
 Application number: 77959233
 Applicant name: Nike, Inc.
 Application date: 15-3-2010
 Trade mark status: Ended
 Trade mark office: US
 Nice class: 25



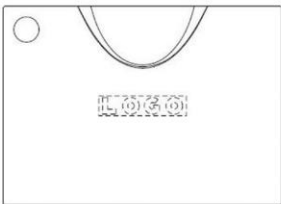
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#14 Packaging

Don't forget the Packaging!

Puma Trademark and Design Registered its "Clever Little Bag"; Nike Trademark Registered its orange-ended box; and Calvin Klein Design Registered its carry bag.

005511102-0001



Indication of the product: Shopping bags
 Design number: 005511102-0001
 Owner name: CALVIN KLEIN, INC.
 Filing date: 23-7-2018
 Status: Registered and fully published
 Design office: EM
 Class: 03.01



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#15 Store look

I bet you didn't expect this: The look of your store!

014410625



Trade mark name	BOARDRIDERS
Application number	014410625
Applicant name	Boardriders IP Holdings, LLC
Application date	24-7-2015
Trade mark status	Registered
Trade mark office	EM
Nice class	35,41,44

BOARDRIDERS (the makers of Billabong, VonZipper and Quiksilver like their store layout so much, they Trademarked it.

What to get?

“**Trademark Pending Number**” to reserve your right to file trademarks for your **Brand** in 177 countries for 6 months. Mark your upcoming season’s clothes “Trademark Pending” worldwide for only \$99.

“**Design Pending Number**” to reserve your right to file designs for the **Shape / Pattern** of your clothing in 177 countries for 6 months. Mark your upcoming season’s clothing range “Design Pending” worldwide for only \$99.

“**Patent Pending Number**” to reserve your right to file patents for new clothing **features** in 177 countries for 12 months. Mark your next two seasons’ clothing ranges “Patent Pending” for only \$99.



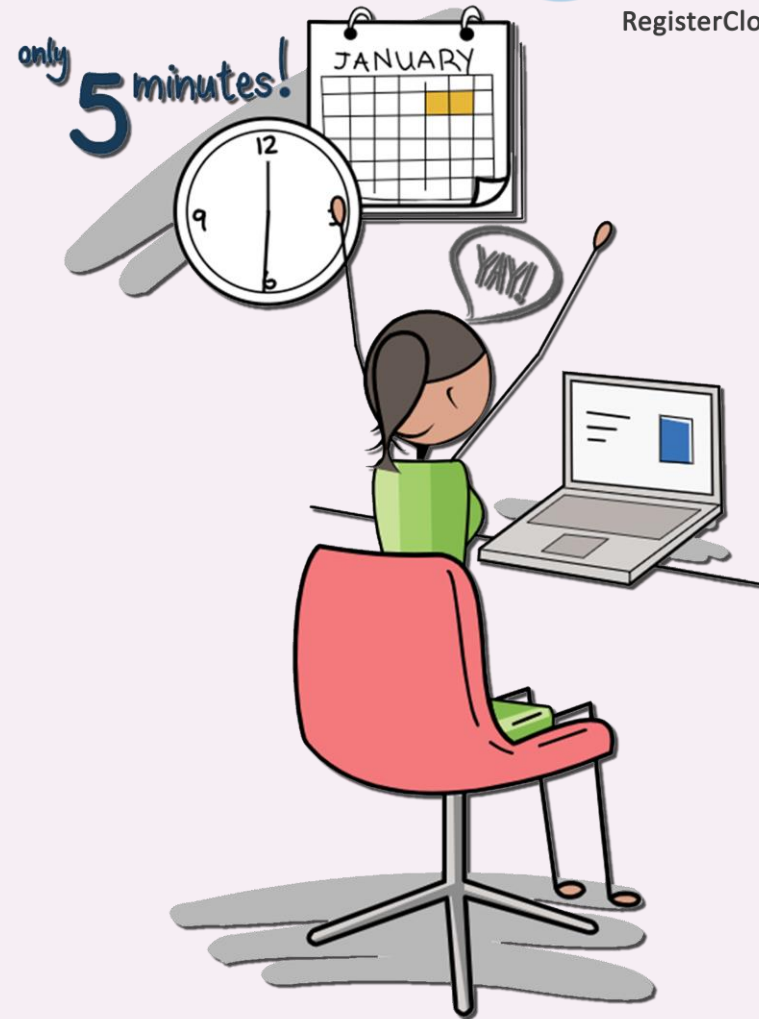
How?

To get Trademark, Design and
Patent Pending Numbers

Go to
RegisterClothingBrand.com

Takes 5 min. Costs only \$99

Then proudly stamp your product
“TM, Design, Patent Pending” in
177 countries



Step 1 of 3: Insert application data

Application title:

INSERT TITLE

Applicant:

Applicant 1 +

Name

Address

Country

SELECT COUNTRY

Applicant Type

Natural Person

Signatory Name

NA

Signatory Capacity

NA

Inventor:

Inventor name

Inventor country

INSERT NAME

SELECT COUNTRY

Add another inventor

Save then continue below

Step 2 of 3: Forms for signature

Please email the following documents to yourself:



Application forms

The forms required for the application, which must be signed by the applicant(s) and uploaded in Step 3 below. Alternatively, if there is only one applicant, these forms can be signed electronically using the E-sign functionality below.

Email



Confidentiality Undertaking

The forms required for the application, which must be signed by the applicant(s) and uploaded in Step 3 below. Alternatively, if there is only one applicant, these forms can be signed electronically using the E-sign functionality below.

Email

To do:

1. Sign Form P3 (see "Email forms" above or sign electronically with "E-sign" below)
2. Sign Power of Attorney (see "Email forms" above or sign electronically with "E-sign" below)
3. Prepare document fully describing the invention (Description of Invention)
4. Sign at the end of the Description of Invention
5. Prepare drawings showing the invention (if applicable)

Note: Each drawing page must be signed in the bottom right hand corner by or on behalf of the applicant

Pay

We will file your Patent Pending Number application with an official Patent Office in a country that is a signatory to the Paris Convention for the Protection of Industrial Property, and send you a Patent Pending Number within one day (Mon-Fri).

Do not launch / disclose / publish your invention until we email you the Patent Pending Number.

Step 3 of 3: Upload files

File description	Upload	
Form P3 [PDF]	Choose File No file chosen	OR E-sign
Power of attorney [PDF]	Choose File No file chosen	OR E-sign
Description of invention [PDF]	Choose File No file chosen	
Drawings of invention [PDF]	Choose File No file chosen	

Your signature:



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Pay and complete