

# 5 tips for bulletproof brands



**B**

## Be distinctive

The strongest brands are invented words. Don't describe your product. Don't use a common phrase.

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**R**

## Run it by your friends

You might think it's cool but does anyone else?

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**A**

## Avoid infringement

Search, search, search... the marketplace and trade mark registers

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**N**

## Never copy

Never copy your competitors. Never copy an unregistered trade mark.

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**D**

## Domains and socials

Check your domains and social media are available before you start!

Thinking about your brand? Talk to us

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