



KNOCKOUT TRADEMARK SEARCH

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Hey Friend!

When you file for a trademark registration and the name you've chosen is very similar to another company's already trademarked name, your application will likely be rejected.

But how do you know if your trademark is the same as (or similar to) a currently registered trademark? **You conduct a thorough search.**

Avoiding trademark infringement is important when choosing a name, whether you plan to trademark it or not, because you've got to make sure it's not too close to another name.

Before investing in a comprehensive search *{which I HIGHLY recommend btw}* you can (and should) perform your own soft search (also known as a knockout search).

Here are the three places you should search before you choose a name for your business, product, service, program, or event:

- **Trademark Office website**: Do a basic word mark search and check different variations of the name.
- **Namechk**: Check for domains and social media handles that match the name.
- **Your State's Business name database**: Do a Google search for *{your state}* Secretary of State to find where you can complete this search.

Keep in mind, you're not necessarily looking for an exact match here, but rather something that could be confusingly similar! So simply not finding the exact name that you want to use doesn't mean you're home free. **Be sure to check different variations of the name to do a proper knockout search.**

[Click here to watch the video tutorial on how to complete your knockout search.](#)

