



Registering trademarks

A trademark is any word, phrase, symbol, design, shape, group of letters or numbers, or combination of these, used by a company as its brand or logo. Consumers can rely on trademarks to help them distinguish between different goods in the marketplace and to help them identify brands they are loyal to.

Registration Process for a Trademark

STEP 1: FILING OF A TRADEMARK

- Write an application letter to the Registrar – Industrial Property.
- Complete Form 11
- On Part V of Form 11, please include the list of goods and or services on which you plan to use your trademark, according to the Nice Classification.
- Attach 4 copies of your trademark, size 5x5 cm to your application.
- Submit your application at the nearest CIPA Office with the prescribed fee.
- Form 11 and Nice Classification available at all CIPA offices and at www.cipa.co.bw.

NB: Foreign applicants, whose principal place of business is outside Botswana must appoint a local agent (for local applicants this is optional).

Your application and trademark will be examined in order to assess if it meets the requirements of the Industrial Property Act, following which you will be asked to proceed to the Publication Stage.

STEP 2: PUBLICATION STAGE

- Write a cover letter requesting for your mark to be published in the journal, and pay the prescribed fee. Your mark will be published for a period of three (3) months, allowing for the public to register any objections. If no objections are received during the period, you will be asked to proceed to the Registration Stage.

STEP 3: REGISTRATION STAGE

- Write a cover letter requesting for your mark registered, and pay the prescribed fee.
- You will receive a certificate for your trademark within 5 working days.

BENEFITS OF REGISTERING A TRADEMARK

- A registered trademark gives you the owner exclusive rights to use it in marketing your products and services.
- A trademark that has been officially registered is legally protected, you are protected against others using the exact same mark or a similar mark without your authorisation.
- A well-maintained trademark can in the long run build your brand, and become an asset to your organisation, which can enable you to grow your business through licencing it to others, franchising or obtaining finance.

SCHEDULE OF FEES FOR REGISTRATION AND RENEWAL OF TRADEMARKS

DESCRIPTION OF PROCESS/ SERVICE	CHARGED FEE FOR APPLICATION BY INDIVIDUALS OR SMALL ENTITIES	CHARGED FEE FOR APPLICATION BY BODIES OTHER THAN SMALL ENTITIES
TRADEMARKS APPLICATION FOR REGISTRATION OF A BLACK AND WHITE MARK IN ONE CLASS	P150	P300
APPLICATION FOR REGISTRATION OF A COLOURED MARK IN ONE CLASS	P180	P360
APPLICATION FOR REGISTRATION OF MARK IN EACH ADDITIONAL CLASS	P30	P60
PUBLICATION	P90	P180
REGISTRATION	P180	P360
RENEWAL	120	240

CIPA OFFICES

CIPA Gaborone
Plot 181 Kgale Mews
Tel: 3673700

CIPA Francistown
Block 8
Department of Cooperatives Building
Tel: 2412339

CIPA Serowe
Plot 2154 Main Mall
Tel: 4630322

CIPA Maun
Opposite Veterinary
Tel: 6800912