

Business Connection

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Business Spotlight



Some people ask why should I register my trademark. What's the reason? A federal trademark registration will allow your brand name to have higher protection from trademark infringers. In some cases, loss of profits have exceeded \$1 million.

Working with due diligence to get your trademark

Benny Kong Intellectual Property Limited is headquartered in Hong Kong and has been in the intellectual property business for 20 years. Their offices extend to two offices in China namely Shenzheng and Guangzhou, Taiwan, South Korea, United Kingdom and our latest opening here in the United States in Pleasanton, California. With lawyers from each overseas office, they work together as a team to provide the best trademark service.

Their services extend from trademark filing to trademark searches, trademark monitoring and filing trademark office actions. BKIP produces monthly newsletters with trademark articles from each overseas office, and they are now filing for copyright registration.

"We don't just file for U.S. trademarks," said Yasmeen Quraishi of BKIP. "We have the experience and resources to file international trademarks with the help of our international offices. We take care of our clients so that once your application is filed with the United States Patent Trademark Office, we will deal with any correspondence from the USPTO and advise you accordingly."

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With a Bachelor of Law (LLB) degree and Legal Practice Course from the United Kingdom, Quraishi moved to the United States 10 years ago and decided to continue the legal path. She attended Golden Gate University School of Law in San Francisco and graduated with an LLM in Taxation in August 2018. Open to the area of Intellectual Property Law, she was lucky to be presented with an amazing opportunity to work with Benny Kong Intellectual Property as a trademark manager.

"I do what I am passionate about which is helping clients solve problems and achieve a successful outcome," said Quraishi. "I am proud to be continuing to grow with the company and serve clients with the best service they deserve."

For more information on BKIP, contact Yasmeen Quraishi at YasmeenQ@bkip-group.com or 925-623-5016.