

*In this work considered lawful and economic aspects of the protection of signs for goods and services, as an important factor of increasing competitiveness, determined main statutes of trademark and using it in the commercial activity.*

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*The article is devoted the estimation of legal force of brand. An author analyses one of major concepts of brand-management is an identity of brand, its essence, functions and features. Also in the article basic measures are certain cautions which must be accepted, to avoid forfeiting right on defence of brand.*