

How trademarks and domain names differ

What is a trademark?

A trademark is any word, name, symbol, design, or combination of these that identifies the source of your goods or services and distinguishes them from the goods or services of another owner. It provides legal protection for your brand.

- You register trademarks with the United States Patent and Trademark Office to secure nationwide ownership rights.

Examples of registered trademarks include:



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What is a domain name?

A domain name is simply the internet address of your website. Some people refer to it as a "Uniform Resource Locator," "URL," or "web address."

- You register domain names with a domain name registrar to secure a website location on the internet.

Examples of domain names include:

PAYLESS.COM

UHAUL.COM

PNC.COM

See the reverse side to find out whether a trademark and a domain name can ever be the same.

Can a trademark and a domain name be the same?

Yes. They can be the same. It all depends on how and where they are used.

Trademarks are used to attract attention.

- They might include color or a design or use an eye-catching typeface.
- They might appear in a large size on the front of packaging for goods.
- They might appear in a traditional location on a building where services are provided, such as on a sign or over the door of a restaurant or retail store.
- They might appear in a traditional location on a website for services, such as the header at the top of the page.

Domain names are used to indicate a website location on the internet.

- They appear in the address bar of a browser.
- They might include "www." at the beginning of the name.
- They might include ".com," ".net," ".org," or other top-level domains at the end of the name.

It is your choice whether to use the same wording as both a trademark and a domain name.

For example, see the webpage below.

"LowRates.com" appears as a domain name in the address bar of the web browser and as a trademark in the main body of the webpage.

