

How trademarks and domain names differ

What is a trademark?

A trademark is a brand. It 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.

- 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.

UNITED STATES
PATENT AND TRADEMARK OFFICE

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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 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 top left corner.

- Domain names are used to indicate a website location on the internet.
 - They appear in the address bar of a web 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 an example, see the webpage below. "flycheap.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.

The screenshot shows a web browser window with the address bar displaying "Not secure | flycheap.com". The flycheap.com logo is visible in the top left corner of the page. The main content area features a search form for cheap flights with fields for "From", "To", "Departing", "Returning", "1 Adult", and "0 Children". A "Search Now" button is present. A blue promotional banner on the right side of the page reads "INSTANT DISCOUNT" and "SAVE \$15", with a "Book Your Flight Today!" call to action. A footer banner at the bottom of the page also displays "INSTANT DISCOUNT - Book now and save \$15 off" and "No Coupon Code Required".