

THE TRADEMARKS ACT 2019: THE MARKING OF A NEW ERA FOR TRADEMARK LAWS?

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Abstract

The article seeks to highlight key changes from the Trademarks Act 2019 that repealed the Trade Marks Act 1976. Conceptual and practical implications of these changes would also be analysed.

Keywords: Trademarks, Trademarks Act 2019, Trade Marks Act 1976, intellectual property

1. INTRODUCTION

Consumers are often familiar with brand names when it comes to purchasing products and using services. Brand names assist to navigate through a market swarmed with countless products of the same nature in order to identify the products and services originating from particular producers and service providers. Over time, brand names could become a mark of trust between