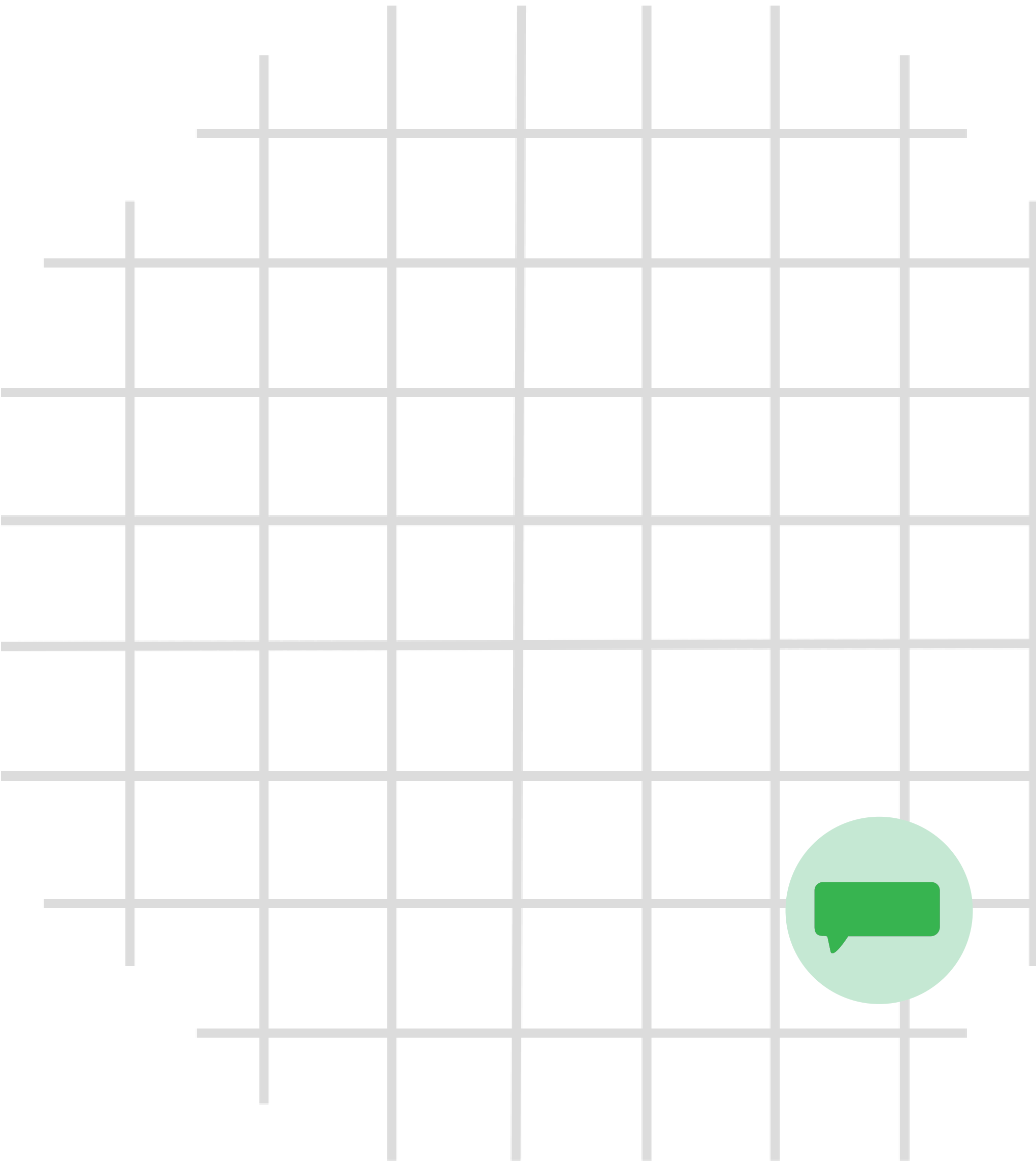




Brandon.

GET STARTED

Brandon is an AI-powered trademark assistant designed to make brand protection easier for entrepreneurs and small businesses. Instead of getting lost in complicated legal jargon, you get guidance that’s straightforward, friendly, and tailored to your needs. Brandon walks you through every step to help you understand and protect what you’ve built. Because your ideas matter, and trademarking them should feel empowering, not overwhelming.



Who is Brandon?

Hi, I’m
Brandon!

Brandon is the supportive, lawyer-smart sidekick every entrepreneur wishes they had. It explains trademark law in a way that feels human, helpful, and never intimidating. Whether you’re stuck on a question or starting from scratch, Brandon gives you the clarity you need. He’s here to help you protect your brand with confidence and ease.

How does it work?

Step 1: Tell
Brandon About
Your Business

Start by answering a few simple questions about your brand, what you do, and what you want to protect.

Step 2: Get
Personalized
Trademark Guidance

Brandon breaks down the process into clear instructions tailored to your business, and how to move forward with confidence.

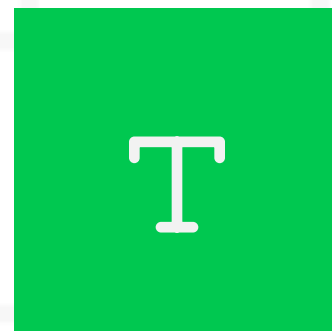
Step 3: Protect
Your Brand With
Confidence

With Brandon’s help, you’ll complete your trademark tasks feeling informed and supported every step of the way.

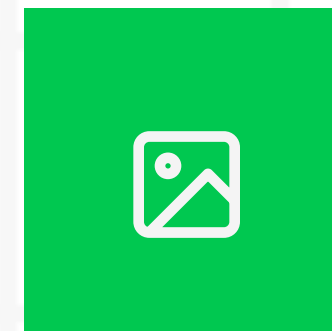
GET STARTED



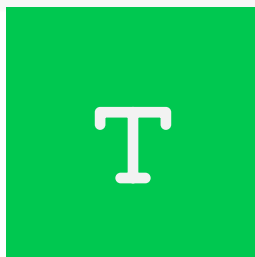
What branding can I help you protect?



Wordmark



Logo

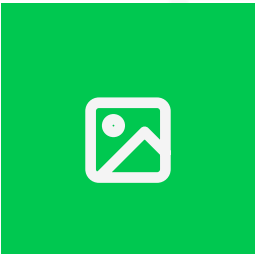


Wordmark

e.g. 'QuantumLeap'

Change selection

Next →



Logo

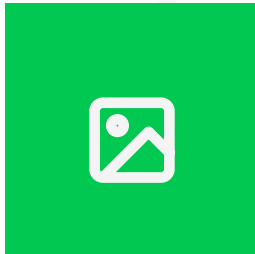


Click to upload an image
PNG, JPG, GIF

Add a wordmark

Change selection

Next →



Logo



Click to upload an image
PNG, JPG, GIF

e.g. 'QuantumLeap'

Change selection

Next →



Describe your good/services

e.g. 'An AI assistant that helps users through the trademark process'

Detail your goods/services for a comprehensive analysis.

Suggest NICE Class

OR

Manually select a NICE class

--Select a class--



Selected NICE Classifications:

Class 41: Education & Entertainment



Next →



Results

Your Mark

Brand Name



Class Code	41
Goods/Services	Education & Entertainment
Design Codes	01.03.05, 02.02.04

New Similarity Search

Other Marks

Brand Name

Phonetic Similarity	A	>
Visual Similarity	C	>
Semantic Similarity	F	>
Distinctiveness Rating	B	>

Why it conflicts

This mark conflicts with “Brand Name” because of the semantic similarity between the two. There are also some close visual similarities. Your brand has a low distinctiveness rating meaning it has the potential to be rejected from the USPTO





Phonetic Similarity

More data

C

This is where you will put a short explanation of why they got that ranking

More data

A

This is where you will put a short explanation of why they got that ranking

More data

F

This is where you will put a short explanation of why they got that ranking



This can be an overall overview/ comparison of the searched brand to the ones they are similar to. It could also be other, extra data points if necessary

Comment from Brandon

"Ask me a question about the data!"





Visual Similarity

More data

A

This is where you will put a short explanation of why they got that ranking

More data

B

This is where you will put a short explanation of why they got that ranking

More data

F

This is where you will put a short explanation of why they got that ranking



This can be an overall overview/ comparison of the searched brand to the ones they are similar to. It could also be other, extra data points if necessary

Comment from Brandon

“Ask me a question about the data!”





Semantic Similarity

More data

F

This is where you will put a short explanation of why they got that ranking

More data

B

This is where you will put a short explanation of why they got that ranking

More data

A

This is where you will put a short explanation of why they got that ranking



This can be an overall overview/ comparison of the searched brand to the ones they are similar to. It could also be other, extra data points if necessary

Comment from Brandon

"Ask me a question about the data!"





Distinctiveness Rating

More data

F

This is where you will put a short explanation of why they got that ranking

More data

A

This is where you will put a short explanation of why they got that ranking

More data

C

This is where you will put a short explanation of why they got that ranking



This can be an overall overview/ comparison of the searched brand to the ones they are similar to. It could also be other, extra data points if necessary

Comment from Brandon

"Ask me a question about the data!"





Resources

A Beginner’s Overview of the Trademark Process

by Stacy M

A friendly introduction to the essentials, written with first-time business owners in mind.

[Read More](#) >

Common Trademark Mistakes and How to Avoid Them

by Chaz M

Practical guidance to help you steer clear of issues that often slow down or complicate the process.

[Read More](#)



Do I Really Need a Trademark If I’m Just Selling Locally?

by Tes M

A practical look at how trademarks protect small, local businesses and why early protection can prevent problems as you grow.

[Read More](#) >

More on trademark law

What is a trademark?

from the United States Patent and Trademark Office

A trademark can be any word, phrase, symbol, design, or a combination of these things that identifies your goods or services. It’s how customers recognize you in the marketplace and distinguish you from your competitors. The word “trademark” can refer to both trademarks...

[Read More](#)

Do I need an attorney?

from the United States Patent and Trademark Office

Not everyone is required to have an attorney represent them before the USPTO. However, all trademark applicants and registrants must provide and keep current their domicile address in trademark filings. This lets us determine the identity of the applicant or registrant and whether...

[Read More](#)

Why is trademark searching important?

from the United States Patent and Trademark Office

Before applying for a federal trademark registration, it’s important to do a clearance search to make sure your trademark is available to register for your particular goods and services. Clearance searches can be complex, so consider hiring a private trademark attorney to...

[Read More](#)



About Brandon

The trademark process can feel overwhelming, confusing, and expensive and that stops too many people from securing their brand. Brandon exists to make trademark

protection accessible for every entrepreneur with an idea worth protecting. It breaks down those barriers with clear guidance, simple steps, and support you can trust.

Brandon.

Username

Password

LOG IN

Brandon’s Family



Stacy M.
Co-founder

Stacy is a trademark attorney with number of years in the space. She co-founded the company with her husband Tes.



Tes M.
Co-founder

This is biography information for Tes. He co-founded Brandon with his wife, Stacy.



Chaz M.
Engineer

Chaz is a recent graduate from the University of Georgia and a co-founding engineer of Brandon.



Bilal M.
Engineer

This is biography information for Bilal. He is a co-founding engineer of Brandon.

Why Brandon?

Our founder’s story

Stacy has spent years as a trademark attorney working with major corporate brands, helping them protect the ideas, products, and identities that define their businesses. But while supporting these big companies, she kept seeing the same problem over and over again: small business

owners were consistently left behind. Many couldn’t afford legal help, didn’t know where to start, or felt overwhelmed by the trademark process. Stacy saw incredible entrepreneurs with amazing ideas, but they lacked the resources to protect them. Stacy set out to create a solution that would make

trademarking clear, accessible, and empowering for everyone. That’s where Brandon began. Stacy built a tool designed to help entrepreneurs feel confident and protected in the marketplace. Brandon exists because Stacy believes your ideas matter and you deserve the support to secure them.

Frequently Asked Questions

Can Brandon apply for a trademark for me? ^

Brandon cannot submit the application for you but he will be with you every step of the way!

Is Brandon a real person? ^

Brandon is an AI assistant but he is programmed by real people.

More FAQs



Trademark Lookup

Look up a USPTO trademark by serial number.



e.g. 50417835



Only shows results for our database.

Search →



Top Result

Company Name Here 50417835 . . .

See Details

Other similar trademarks



Company Name Here 60701433 . . .

See Details

Company Name Here 10549805 . . .

See Details

Company Name Here 89925301 . . .

See Details





Brand Name Here

Serial #: 60701433

Registration #: 0163785

Application Filing Date December 12, 2021

Registration Date March 4, 2023

Class Code Class 25

Status Active

Mark Type Trademark





Pricing

Basic

Free

Perfect for entrepreneurs who are just getting started, the Basic Plan gives you clear, easy-to-follow trademark guidance without the unnecessary stress.

GET STARTED

Premium

\$15.99/month

The Premium Plan is designed for small businesses ready to move forward with direction. You'll receive deeper insights into your trademark options and additional tools.

GET STARTED

Professional

\$32.99/month

With our Professional Plan, you'll gain access to advanced guidance, in-depth analysis, and robust tools that help you navigate the process from start to finish with ease.

GET STARTED

Compare Plans

	Basic	Premium	Professional
Brandon Chatbot			
Trademark Lookup			
Design/Class Code Analyzer			
Similarity Search			
Sandbox Dashboard			
Trademark Database			

Brandon.

Get to know Brandon



Design Code Analyzer

Extract USPTO design codes from a visual mark.



Click to upload an image
PNG, JPG, GIF

Next →



Extracted Design Codes

Stars 01.01.01

See Details

Sirens 04.02.11

See Details

Crowns 24.09.02

See Details

Circles 26.01.21

See Details





Design Code Details

01.01.01



Category

Division

Section





Design Code Category

The first two digits are the category or type of the design.
Categories are broad, such as “animals” or “foodstuff.”

01.01.01

Category 01: Celestial bodies, natural phenomena,
geographical maps





Design Code Division

The next two digits are the division. Divisions are narrower or more specific than categories, such as “birds and bats” or “baked goods.”

01.01.01

Division 01: Stars and designs resembling stars, including shooting stars and asterisks





Design Code Section

The last two digits are the section. Sections are very specific, such as “eagles” or “croissants.”

01.01.01

Section 01: Stars with three points





A Beginner's Overview of the Trademark Process

by Stacy M • Nov 19, 2025



Starting a business for the first time can feel both exciting and overwhelming, but the good news is that you don't have to know everything on day one. Think of this as your friendly introduction to the essentials—your starting point for turning an idea into something real. Whether you're launching a side hustle, opening a small shop, or testing out a new service, the fundamentals remain the same: clarity, planning, and a willingness to learn as you go.

The first essential step is understanding what you're offering and who you're offering it to. Many new business owners skip the simple but powerful act of defining their audience and refining their value proposition. Take the time to ask yourself what problem you solve, who benefits from it, and why they should choose you over others. Once that foundation is solid, you can explore the practical pieces like registering your business, setting up a basic financial system, and establishing simple, reliable processes that help you stay organized from day one.

Finally, remember that you don't have to build your business alone. Surround yourself with resources—mentors, community groups, online tools, or even fellow business owners navigating the same journey. Expect to make mistakes, celebrate small wins, and stay curious. The essentials aren't about perfection; they're about giving yourself a strong, confident start. As long as you stay open to learning and keep moving forward, you're already doing exactly what a successful business owner does.



Brandon.

Username

Password

LOG IN

[Sign Up](#)



User Dashboard

Welcome, User!
@username1



Similarity Search

Previous Search

Brand Name [See details >](#)

Class Code 41

Goods/Services Education & Entertainment

Design Codes 01.03.05, 02.02.04

Distinctiveness Rating A

New Similarity Search

Trademark Lookup

Previous Search

Brand Name Serial #: 60701433
Registration #: 0163785

New Trademark Lookup

Design Code Analyzer

Previous Analysis

4 designs codes extracted [See details >](#)

New Design Code Analysis



Running Analysis...

Waking Brandon Up...



Running Analysis...

Waking Brandon Up...



Running Analysis...

Waking Brandon Up...



Running Analysis...

Waking Brandon Up...