

A Simple Guide for Foreign Business Owners

# Trademark Registration in Japan

PDF Guide:  
Tsujinoka International Trademark Office, Hokkaido



## 1. Why Trademark Registration Matters?

**Protect your brand early to secure your business future.**

- Your business name, logo, and product names are valuable assets.
- In Japan, trademark rights are granted on a first-to-file basis.
- Without registration, someone else could register your brand and prevent your use of it.

## 2. What Can Be Registered?

- Business names
- Product or service names
- Logos and symbols

## 3. Application Process (Overview)

step1 ▼	<b>Consultation</b> We listen to your goals and advise on strategy.
step2 ▼	<b>Trademark Search</b> We check availability and identify potential risks.
step3 ▼	<b>Application Filing</b> We prepare and submit the application to the Japan Patent Office (JPO).
step4 ▼	<b>Examination</b> JPO examines the application.  <b>Note:</b> The period from filing to the start of examination is approximately <b>6 to 8 months</b> . There is an accelerated examination system available (eligibility requirements apply).
step5	<b>Registration</b> If accepted, the trademark is registered for 10 years and renewable.

## 4. Time & Cost Overview


Stage	Time	Typical Cost (JPY)
Trademark Search	3–5 business days	from ¥22,000
Application Filing	1–2 weeks	from ¥45,000 <ul style="list-style-type: none"><li>● Government fee: from ¥12,000</li><li>● Our service fee: from ¥33,000</li></ul>
Registration	After the notice of allowance is issued	from ¥82,400 <ul style="list-style-type: none"><li>● Government 10-year registration fee: from ¥32,900</li><li>● Our service fee: from ¥49,500</li></ul>

\* Prices include consumption tax and may vary depending on the case.

## 5. Why Choose Us?

- Over 15 years of experience in Japanese trademark law
- English-friendly support
- Tailored advice based on your business vision
- Located in Sapporo, serving clients in Niseko and across Japan

## 6. Ready to Start?

 Email us at: [celd212\\_motoko@tsujinoka.com](mailto:celd212_motoko@tsujinoka.com)

 Visit: <https://tsujinoka.com>

Let's protect your brand, together.