



# Strategic trademark management: a systematic literature review and prospects for future research

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## Abstract

A systematic literature review (SLR) of strategic trademark management (STM) is conducted. A total of 40 STM-related articles are identified and analyzed. The results show that STM is a multidisciplinary field that involves legal, marketing, and management aspects. The research has been primarily focused on the legal aspects of STM, such as trademark registration and infringement. However, there is a need for more research on the marketing and management aspects of STM. The research also shows that STM is a dynamic field that is constantly evolving. Therefore, future research should focus on the marketing and management aspects of STM and on the dynamic nature of STM.

## Keywords

Strategic trademark management, Systematic literature review, Trademark, Brand management, Intellectual property

## Introduction

Trademark is a key element of a company's brand identity and a valuable asset for the company. It is a legal right that gives the owner the exclusive right to use the trademark in connection with the goods or services for which it is registered. Trademark management is the process of protecting and promoting the value of a trademark. It involves a range of activities, including trademark registration, monitoring, enforcement, and renewal. Trademark management is a multidisciplinary field that involves legal, marketing, and management aspects. The research has been primarily focused on the legal aspects of trademark management, such as trademark registration and infringement. However, there is a need for more research on the marketing and management aspects of trademark management. The research also shows that trademark management is a dynamic field that is constantly evolving. Therefore, future research should focus on the marketing and management aspects of trademark management and on the dynamic nature of trademark management.

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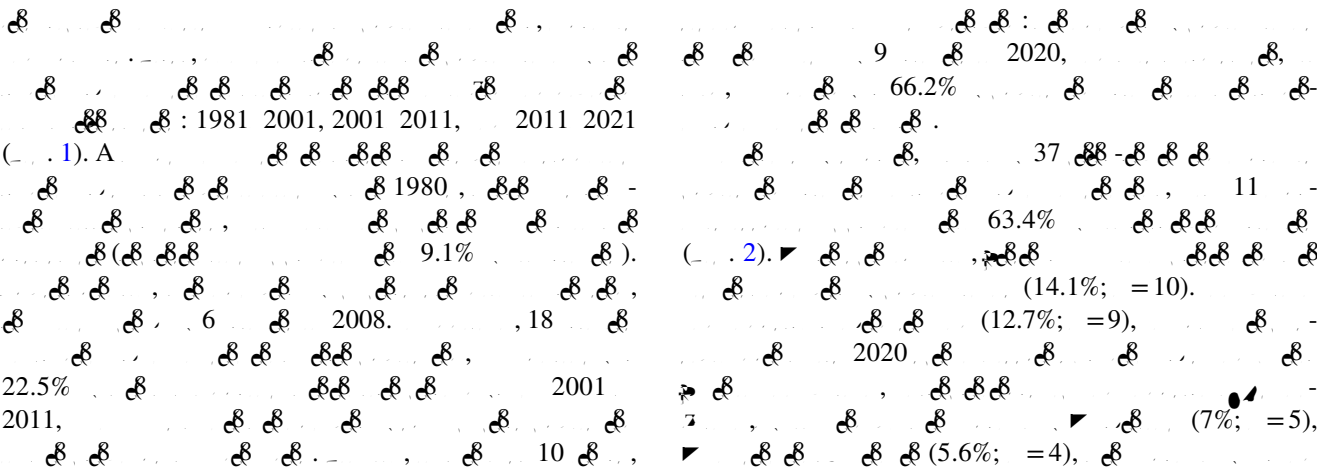
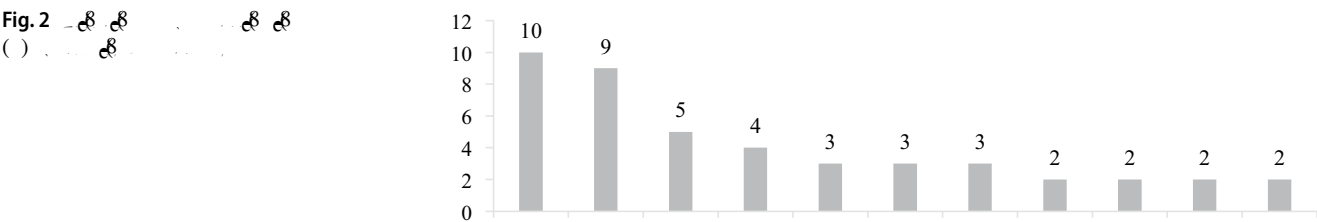
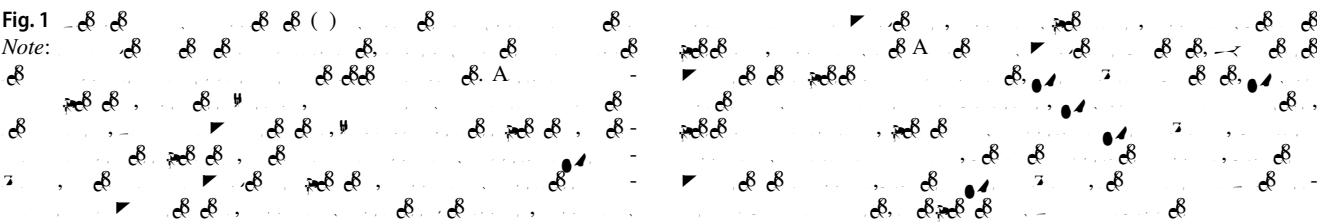
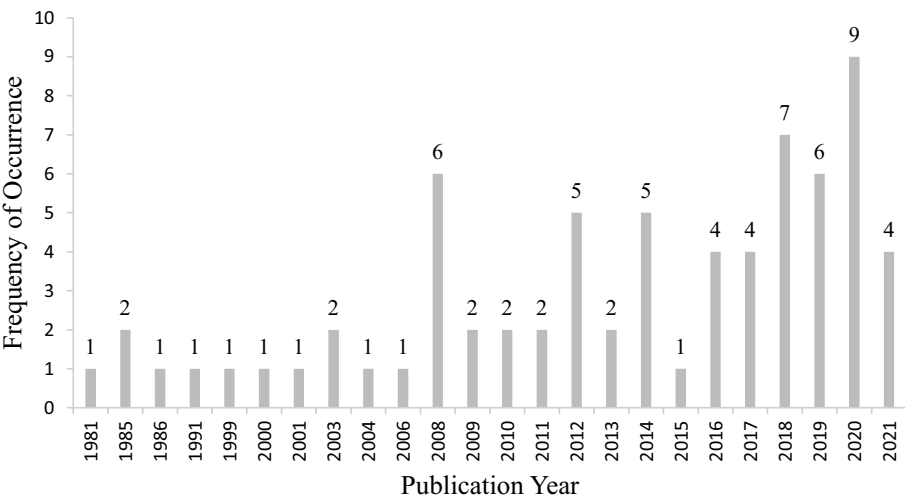
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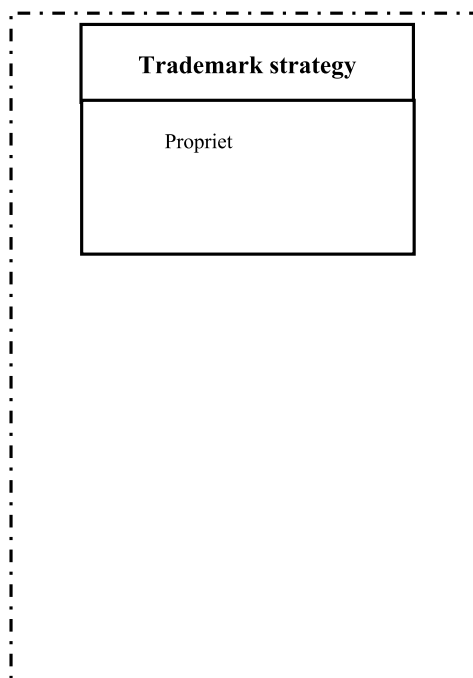


**Table 2** A (continued)

| A  |   |
|--|---|
| 1. The trademark is a symbol or device which is used to distinguish the goods or services of one trader from those of another. | 7 |
| 2. The trademark is a symbol or device which is used to distinguish the goods or services of one trader from those of another. | 6 |
| 3. The trademark is a symbol or device which is used to distinguish the goods or services of one trader from those of another. | 5 |
| 4. The trademark is a symbol or device which is used to distinguish the goods or services of one trader from those of another. | 4 |
| 5. The trademark is a symbol or device which is used to distinguish the goods or services of one trader from those of another. | 3 |
| 6. The trademark is a symbol or device which is used to distinguish the goods or services of one trader from those of another. | 2 |

**Fig. 3** A

## Trademark strategy and management



(4.2%; = 3).  
 143  
 16  
 (2). A

(2012),  
 (3).  
 ( )

(2012) 发现, 企业商标活动主要集中在商标注册和维权领域, 而在商标许可和转让方面的活动相对较少。这反映了企业在商标管理方面的重点, 即通过注册和维权来保护自身的知识产权, 而较少通过许可和转让来实现商业价值。此外, 研究还发现, 企业的商标活动与企业的规模、行业特征以及企业的国际化程度密切相关。大型企业通常拥有更多的商标资源, 并且在维权方面投入更多; 不同行业的企业在商标活动上的侧重点也有所不同; 而国际化程度高的企业则更倾向于通过商标许可和转让来拓展海外市场。

### Trademark activity domains

根据研究结果, 企业的商标活动主要集中在商标注册和维权领域。在商标注册方面, 企业通常会选择具有显著性的标志进行注册, 以保护其品牌权益。在维权方面, 企业会通过法律手段打击侵权行为, 维护市场秩序。此外, 企业也会关注商标的续展和变更, 以确保商标的有效性。这些活动构成了企业商标管理的主要内容。

### Rights acquisition and maintenance

在权利的获取和维护方面, 企业通常会采取多种策略。首先, 在权利的获取上, 企业会通过申请商标注册来获得法律保护。其次, 在权利的维护上, 企业会通过法律手段打击侵权行为, 维护市场秩序。此外, 企业还会关注商标的续展和变更, 以确保商标的有效性。研究还发现, 企业的权利获取和维护活动与企业的规模、行业特征以及企业的国际化程度密切相关。大型企业通常拥有更多的商标资源, 并且在维权方面投入更多; 不同行业的企业在权利获取和维护上的侧重点也有所不同; 而国际化程度高的企业则更倾向于通过商标许可和转让来拓展海外市场。

### Licensing

在商标许可方面, 企业通常会选择具有实力的合作伙伴进行合作。通过许可, 企业可以扩大其品牌的影响力, 实现商业价值的最大化。研究还发现, 企业的商标许可活动与企业的规模、行业特征以及企业的国际化程度密切相关。大型企业通常拥有更多的商标资源, 并且在许可方面投入更多; 不同行业的企业在商标许可上的侧重点也有所不同; 而国际化程度高的企业则更倾向于通过商标许可来拓展海外市场。

1985) 发现, 企业商标活动主要集中在商标注册和维权领域, 而在商标许可和转让方面的活动相对较少。这反映了企业在商标管理方面的重点, 即通过注册和维权来保护自身的知识产权, 而较少通过许可和转让来实现商业价值。此外, 研究还发现, 企业的商标活动与企业的规模、行业特征以及企业的国际化程度密切相关。大型企业通常拥有更多的商标资源, 并且在维权方面投入更多; 不同行业的企业在商标活动上的侧重点也有所不同; 而国际化程度高的企业则更倾向于通过商标许可和转让来拓展海外市场。

### Litigation

在商标诉讼方面, 企业通常会选择具有实力的法律团队进行合作。通过诉讼, 企业可以维护自身的合法权益, 打击侵权行为。研究还发现, 企业的商标诉讼活动与企业的规模、行业特征以及企业的国际化程度密切相关。大型企业通常拥有更多的商标资源, 并且在诉讼方面投入更多; 不同行业的企业在商标诉讼上的侧重点也有所不同; 而国际化程度高的企业则更倾向于通过商标诉讼来维护自身的合法权益。

### Trademark strategy

在商标策略方面, 企业通常会选择具有实力的合作伙伴进行合作。通过策略, 企业可以实现品牌价值的最大化, 提升企业的竞争力。研究还发现, 企业的商标策略与企业的规模、行业特征以及企业的国际化程度密切相关。大型企业通常拥有更多的商标资源, 并且在策略方面投入更多; 不同行业的企业在商标策略上的侧重点也有所不同; 而国际化程度高的企业则更倾向于通过商标策略来拓展海外市场。

Table 3. (continued)

[illegible][illegible]

### Proprietary strategy

(A. 2009; 2009).  
 A  
 (2006).  
 (1987), (1988),  
 (2016).  
 (2015).  
 (2006).

(1986).  
 (1919).  
 (2018).

## Offensive strategy

(2012).  
 (2015).  
 (1995).  
 (2016).  
 (2018).  
 (2015).

#### Defensive strategy

A (1996).  
 (1995; 2006;  
 2014).  
 (1998). A  
 (2007).  
 (2018).

A (2000).  
 (2009).

#### Leveraging strategy

(2012).  
 (1986).  
 (2015).  
 (2020).  
 (2018). A  
 (2001).



**Table 4**

Strategic management

2016). 2018).

## Strategic trademark management

## Signal and information disclosure

A



trademark as an indicator of brand, innovation, and market strategy (e.g., 2014). (2008). (2018; 2020).

### Trademark as an indicator of brand, innovation, and market strategy

A (2009; 2013). (2011). (1985; 2019). (2014; 2011). (2020). (2004; 2014; 2019). (2004), (2009; 2014), (2012), (2009).

(2017; 2019). (2017; 2018).

### Relationship management between trademarks

(.5



### Microlevel factors

The first part of the paper (Sections 1–3) is devoted to the study of the asymptotic behavior of the  $\beta$ -ensemble. In Section 1, we review the basic facts about the  $\beta$ -ensemble and the asymptotic behavior of the eigenvalues. In Section 2, we study the asymptotic behavior of the eigenvalues of the  $\beta$ -ensemble with a general potential. In Section 3, we study the asymptotic behavior of the eigenvalues of the  $\beta$ -ensemble with a general potential and a general weight function.

The second part of the paper (Sections 4–6) is devoted to the study of the asymptotic behavior of the eigenvalues of the  $\beta$ -ensemble with a general potential and a general weight function. In Section 4, we study the asymptotic behavior of the eigenvalues of the  $\beta$ -ensemble with a general potential and a general weight function. In Section 5, we study the asymptotic behavior of the eigenvalues of the  $\beta$ -ensemble with a general potential and a general weight function. In Section 6, we study the asymptotic behavior of the eigenvalues of the  $\beta$ -ensemble with a general potential and a general weight function.

The third part of the paper (Sections 7–9) is devoted to the study of the asymptotic behavior of the eigenvalues of the  $\beta$ -ensemble with a general potential and a general weight function. In Section 7, we study the asymptotic behavior of the eigenvalues of the  $\beta$ -ensemble with a general potential and a general weight function. In Section 8, we study the asymptotic behavior of the eigenvalues of the  $\beta$ -ensemble with a general potential and a general weight function. In Section 9, we study the asymptotic behavior of the eigenvalues of the  $\beta$ -ensemble with a general potential and a general weight function.

The fourth part of the paper (Sections 10–12) is devoted to the study of the asymptotic behavior of the eigenvalues of the  $\beta$ -ensemble with a general potential and a general weight function. In Section 10, we study the asymptotic behavior of the eigenvalues of the  $\beta$ -ensemble with a general potential and a general weight function. In Section 11, we study the asymptotic behavior of the eigenvalues of the  $\beta$ -ensemble with a general potential and a general weight function. In Section 12, we study the asymptotic behavior of the eigenvalues of the  $\beta$ -ensemble with a general potential and a general weight function.

## Performance of trademark strategy and management

**Increase the enterprise's chances of survival**

... (2008).<sup>2</sup> ... (2017).

### Enhance the market value of the enterprise

... A ... (2011; 2014; 2018). A ... (2014; 2019). ... (2009; 2013).

### Enhancing enterprise profitability

... (1987).

<sup>2</sup> A ...

... (2009). ... (2016). ... (2012).

### Increase enterprise productivity

A ... (2010). ... (2013, 2014, 2016). ... (2005). ... (2012).

### Future research opportunities

...





(2018; 2020; 2022).

(2018; 2019; 2019).

(2020; 2022).

(2016), (2004; 2012; 2014; 2014; 2019; 2022), (2018; 2022).

## Conclusion





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#### Publisher's Note

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