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can be easily pronounced, including letters, words, and

numbers that represent the actual product or service. The

part of a brand (not the words) that incorporates a unique

symbol, coloring, lettering, or design element.

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symbol, or combination of these elements that identifies a

business, product, or service, and sets it apart from its

competitors. a word, group of words, letters, or numbers that

represent a product or service. the legal name of the

business. incorporates a unique symbol, coloring, lettering,

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