Startiqo

Built for Business.

PRINT AND TICK

Document Checklists

GET READY IN MINUTES

Simple, tick-box lists of what you need for each Startiqo service. Print them, tick them off, and you're ready to file.



Written and reviewed by CS Prashant Kumar

Founder, Startiqo · 14 years of experience · 1,000+ brands protected

How to use these lists

Each page covers one service. Find yours, tick off what you have, and send the rest when ready.

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Tick what you have

Most people already have everything.

Start now, upload later

Order first; add documents from your dashboard.

We check it all

Nothing needs to be perfect.

Labels used: IF LOGO only if it applies to you · OPTIONAL helpful but not required.

1 India trademark filing

For registering your brand name or logo with IP India.

- [ ] **Brand name exactly as you'll use it**
  Spelling, spacing and capitals as on your product.

- [ ] **Logo file** IF LOGO
  Clear JPG or PNG.

- [ ] **Applicant's name and address**
  As on PAN, Aadhaar or the certificate of incorporation.

- [ ] **PAN of the business** BUSINESS
  For companies, LLPs and firms.

- [ ] **What you sell, in your own words**
  We turn this into the right classes.

- [ ] **Udyam certificate or DPIIT recognition** OPTIONAL
  Only if claiming the ₹4,500 fee.

- [ ] **Date of first use in India** IF IN USE
  Only if already using the brand. We prepare the user affidavit.

- [ ] **Signed authorisation (Form TM-48)**
  We prepare it; you sign.

GOOD TO KNOW

Decide who owns the brand before you file. If your company owns it, file in the company's name, not a founder's.

2 Reduced government fee

Pay ₹4,500 per class instead of ₹9,000 if your business qualifies.

- [ ] **Udyam registration certificate** OPTION A
  For micro or small enterprises. Medium enterprises don't qualify.

- [ ] **DPIIT recognition certificate** OPTION B
  For startups recognised under Startup India.

- [ ] **Aadhaar of the proprietor, partner or director** FOR UDYAM
  Needed to apply for Udyam.

- [ ] **PAN of the business** FOR UDYAM
  Needed to apply for Udyam.

- [ ] **GSTIN, if you have one** IF ANY
  Asked during Udyam registration.

- [ ] **Bank account details** FOR UDYAM
  Asked during Udyam registration.

GOOD TO KNOW

Individuals and sole proprietors get ₹4,500 automatically. Udyam registration on the government portal is free; Startiqo can do it for you for ₹1,499. It must be in place before your trademark is filed.

3 International trademark filing

For filing in the USA, UK, EU, UAE, Saudi Arabia and other markets.

- [ ] **Applicant details and brand name or logo**
  Same as your Indian filing, ideally.

- [ ] **Markets you sell in, or plan to**
  We advise Madrid or direct filing for each.

- [ ] **Your Indian application or registration number** IF ANY
  Needed for Madrid; useful for claiming priority.

- [ ] **Indian filing date** IF ANY
  Claim priority abroad within six months of it.

- [ ] **Proof of use in the USA** USA
  Photos or web pages, if already selling there.

- [ ] **Signed authorisations for each office**
  Some Gulf offices need notarisation or legalisation; we tell you which.

GOOD TO KNOW

Every country is separate. Protection in India doesn't cover other countries, and each office has its own fees and rules.

4 Application takeover

For an application filed earlier that is stuck or needs fixing.

- [ ] **Application number**
  From the filing receipt or IP India website.
- [ ] **Applicant name exactly as filed**
  So the authorisation matches the record.
- [ ] **Any notice or examination report received**
  We can download it if you don't have it.
- [ ] **Earlier replies or letters filed** IF ANY
  If any.
- [ ] **Reply or hearing deadline**
  Tell us straight away if it's close.
- [ ] **Signed authorisation (Form TM-48)**
  Lets us act for you. We prepare it.
- [ ] **Evidence of use** OPTIONAL
  Invoices, ads, packaging.

GOOD TO KNOW

Taking over keeps your original filing date. Refiling would mean a new date and paying the government fee again.

5 Objection reply and hearing

For replying to an examination report, or preparing for a hearing.

- [ ] **Copy of the examination report**
  With the reply deadline marked.
- [ ] **Invoices or bills with the brand**
  Dated, showing the brand clearly.
- [ ] **Product and packaging photos**
  Brand visible.
- [ ] **Website and marketplace screenshots**
  With dates.
- [ ] **Ads and social posts** OPTIONAL
  Older ones show long use.
- [ ] **Sales figures by year** OPTIONAL
  A simple statement is enough.
- [ ] **User affidavit**
  We prepare it; you sign.

GOOD TO KNOW

The reply deadline is usually one month from the report. Send what you have quickly; we can add more evidence before filing.

6 Amazon Brand Registry

For enrolling your brand on Amazon stores.

- [ ] **Brand name exactly as on listings and packaging**
  It must match the trademark.
- [ ] **Amazon stores you sell on**
  amazon.in, .com, .co.uk, .ae and so on.
- [ ] **Product categories you sell**
  So the trademark covers them.
- [ ] **Photos of branded products or packaging**
  Amazon asks for these at enrolment.
- [ ] **Trademark number for each store's country**
  Registration, or a pending number where Amazon accepts it.
- [ ] **Access to the trademark's contact email**
  Amazon sends a verification code there.

GOOD TO KNOW

Each Amazon store looks to its own country's trademark office: the USPTO for amazon.com, UKIPO for amazon.co.uk, and so on.

Startiqo

Built for Business.

Ready to protect your brand?

We handle the forms, the deadlines and the Registry. You get plain-language updates and every fee shown before you pay.

India filing

₹4,999 + GST + government fee, objection reply included.

Udyam registration

₹1,499. Pays for itself on the first class.

International and Amazon

The right office for every market and store.

Takeover and objections

Rescue stuck applications, keep your filing date.



CS Prashant Kumar

Founder, Startiqo · Company Secretary

14 years of experience **1,000+** brands registered and protected

Book a call or send a question from the Startiqo.com website.

This guide is general information in simple language, not legal advice for your specific case. Fees and rules can change; check the latest on the Startiqo.com website or with IP India before you act. Edition: November 2026. © 2026 Startiqo.