

## European trademark or national trademark...That is the question ! 2

**Categories :** [Distinctivité](#), [Marque communautaire](#), [Marques](#), [Usage](#)

**Date :** Tuesday June 16th, 2020

Today, adopting a European trademark "mechanically" can have consequences that would be best to be anticipated.

This article attempts to provide answers to the following questions:

- Is the EU trademark the best cost/protection ratio?
- Can the Community trade mark may serve as the basis for an international application filing?
- Does use in a country always make it possible to thwart an action for revocation?

In conclusion, owning or planning to register an EU trademark should no longer be a "reflex" decision, but should be accompanied by a reflection allowing, by making appropriate decisions, to secure your rights within the EU area.