

Sound Marks in India: Registration and Protection

Key Legal Requirements for Sound Marks

Requirement	Explanation
Distinctive	Must uniquely identify a brand
Non-functional	Cannot be essential to product operation
Capable of Representation	Must be capable of graphical or digital representation
Recognizable	Consumers should associate it with one source

Trademark Classes Relevant for Sound Marks

Industry	Trademark Class
Advertising	Class 35
Media Services	Class 41
Software	Class 9
Telecommunications	Class 38
Entertainment	Class 41

Timeline for Sound Trademark Registration

Stage	Estimated Time
Search & Filing	1–3 Days
Examination	3–8 Months
Journal Publication	1–3 Months
Opposition Period	4 Months
Registration	8–18 Months

Conclusion

As branding evolves beyond traditional visual elements, sound trademarks are becoming increasingly important for businesses seeking deeper consumer engagement and stronger brand recognition. A distinctive jingle, audio logo, startup sound, or corporate tune can represent significant commercial value. Registering and protecting these assets under Indian trademark law helps businesses secure exclusive rights, prevent imitation, strengthen intellectual property portfolios, and build long-term brand equity.