

THE FUNCTIONS OF THE TRADEMARK

C. MURZEA¹

Abstract: *The trademark fulfills a series of functions both for the trader and for the consumer. For the trader, the trademark is a means of identification and differentiation. For the consumer, the trademark represents a means of identification and recognition of a product, a way to guarantee its quality and reduce the risk perceived when purchasing a product.*

Key words: *trademark, consumers, trademark protection.*

¹ Dept. of Private Law, *Transilvania University of Braşov.*