

# INTELLECTUAL PROPERTY

## Women and IP: Accelerating Innovation and Creativity



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Designer/Owner  
Tassel Bermuda



### 1 What inspired you to create your own business?

“Tassel” Bermuda has evolved significantly from its first concept. It started with an obsession with earrings. I did the big chop and cut off all my hair to embrace my natural curls, and the shrinkage killed me. This is what led to my earring obsession. For some reason, earrings were the only thing that made me feel feminine. This obsession helped me realize that one single piece of jewellery has the power to make you feel unique, and so... “Tassel” was born.

At first, I wanted to purchase already-made pieces to resell, but when the pandemic hit, I was confronted with more self-care and reflection time and decided to utilize that free time to start creating handcrafted pieces.

### 2 Was there a need that it addresses or a market that was targeted?

I wouldn't say there was a specific need in the market sector, but there was definitely a want. As a Bermudian woman, there are very few places that we go without being dressed to the nines and to me, earrings and accessories are like the icing on the cake. There's no better feeling than a complete outfit that makes you feel confident, and if our earrings can be a part of facilitating that feeling... well, there is nothing better.

### 3 How long have you been in operation?

Tassel Bermuda has been in operation since about 2018.

### 4 Do you currently have IP rights registered with the Bermuda Intellectual Property Office? If so, what is it?

I have registered my business' trademark/logo “Tassel” with the Bermuda Intellectual Property Office..

### 5 Did you create the mark's logo yourself?

Yes, I created our logo. I wanted something classy, feminine, and bold.

### 6 Do you believe that there was value in registering your trademark? Did it help to turn your idea or ambition into a reality?

There is definitely value in registering your trademark. Your trademark is like your business signature. We are always taught to read something before signing it. Once your signature is on something, you are taking responsibility for it or claiming it in a sense. Your trademark protects your reputation, protects you legally, distinguishes you from your competitor and makes you easily recognizable to your customers. Having a registered trademark is a huge part of establishing your brand as a legitimate business.

