



FOR IMMEDIATE RELEASE

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Valparaiso, IN – Success Trek™, a full-service professional growth organization, is proud to announce that successful completion of its trademark registration. The trademark consists of the corporate name, represented as Success Trek™, and ensures that when customers see the name, they know that they will receive high quality business solutions driven by Success Trek's™ leadership expertise.

Known for the tagline, “Igniting Opportunities to Accelerate Results,” Success Trek™ offers a full-spectrum of services including strategic planning, team building, leadership development and human resources; assessment of operational and workflow strategies and financial systems; and development of training and policy/procedure manuals. And by trademarking its name, Success Trek™ provides its clients with the most important product of all: trust. As CEO Theresa Valade explains, “Success Trek™ is synonymous with creative and client-driven business solutions. By trademarking our corporate name, we can ensure that no one else is able to hijack the reputation we’ve so carefully built.”

Valade recommends that small businesses consider the possibility of pursuing a trademark. “While the process was a bit complicated, the decision to do it was simple. We want to protect our name and protect our customers.” By making the company name a trademark, Success Trek™ now has the right to the exclusive use of Success Trek™ in connection with the goods or services for which it is registered. A trademark offers verification of origin that certifies that the Success Trek™ business solutions are produced by the Success Trek™ team according to the company’s strict quality standards.

Success Trek™ focuses on the process of getting leaders and organizations "unstuck" in a more comprehensive, energetic, fun and efficient way. We recognize one set of solutions does not fit every situation. Our recommendations are based on each client’s current strengths and needs. Once we understand the current situation of our clients, we outline solutions that include short- and long-term action steps. www.success-trek.com

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