

## **Waterless® Co., Inc. Registers Business Name**

*By AlturaSolutions Communications*

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*Waterless® Co., Inc., the oldest manufacturer and innovator of waterless urinals in the U.S., announces that the company was granted trademark status for "Waterless" by the U.S. Patent and Trademark Office (PTO)*

Vista, CA – October 18, 2010 - Waterless® Co., Inc., the oldest manufacturer and innovator of waterless urinals in the U.S., announces that the company was granted trademark status for "Waterless" by the U.S. Patent and Trademark Office (PTO).

The now registered name Waterless® will enhance the company's brand image and help distinguish itself even further from other manufacturers, according to Klaus Reichardt, founder and chief executive officer (CEO) of the company.

"It really sets our brand name apart from the other manufacturers in the industry," says Reichardt. "With 20 years of sales in the industry and proving the value of our name, it took a long time [for us] to be granted this designation."

Most business experts suggest that registering or trademarking a business name is a good idea. Although it is not required by law, trademark registration can provide powerful protection against a trademarked name's misuse by others.

Some firms register or trademark their business names just within the state they are located. However, if they do business in multiple states or around the world, registering a business name with the PTO puts other businesses on notice that the name is taken - and it makes it easier to protect the name from misuse.

"For us, this is all about branding the Waterless name," notes Reichardt. "We were the first in the U.S. market with no-water urinals and the first to describe the systems as waterless. Now, after all these years, the term is officially and legally ours."

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Waterless Co. LLC. has established a reputation as an innovative manufacturer, serving the building, plumbing, and janitorial industry for over 18 years. Based in Vista, Ca, Waterless Co. offers quality, innovation and expertise in water conservation and high efficiency products for building owners with a full line of Waterless No-Flush urinals, cleaning liquids, and cost saving accessories. Visit: [www.waterless.com](http://www.waterless.com)

Waterless Co.  
1050 Joshua Way  
Vista, CA 92081 USA  
888-NOFLUSH (888-663-5874)  
[sales@waterless.com](mailto:sales@waterless.com)

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Email           [Click to email author](#)  
Phone          773 525 3021  
Address        PO Box 13367 Chicago, IL 60613  
City/Town      [Chicago](#)  
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