

Protecting your brand



You have a commercial name or brand that you wish to protect – how do we help you do that?

There is always a choice! Some companies decide just to use a name and take the risk that someone is already using it or that it will be copied, undermining their value and reputation - this is high risk strategy...

...you may decide wisely to go for registration to protect it. This is how we help you to do that.

It is important to start early – ideally before you commit to a name. We carry out database searches to check if the name (or a similar name) is already registered and advise you of the freedom of action you have. If there is a conflict, we will help you find a way round it, ranging from a deal with a current owner to a change of name.

If we have cleared obstacles to the selected name, we apply for registration of your mark under the appropriate classes of goods or services – we will discuss this with you in detail to ensure this covers your plans for current and future value.

If your market is only in the UK, we normally apply for a UK trade mark. Most companies plan to trade further, at least into Europe; in these cases we apply for a Community Mark at the European (OHIM) office. The application is then examined by the relevant office. Sometimes, other owners raise an opposition if they believe your application conflicts with their mark; we help you deal with that.

The process is broadly similar in most countries. It usually takes about 3-6 months in the UK to obtain registration, or longer if an opposition is raised. A Community Mark covers all EU states, not just at the time of registration, but also new accession states as they join the EU. Registration of a mark at OHIM may take longer than in the UK.

Your initial application sets a priority date. Within six months of this date, you can make an application in other selected countries (e.g. USA) to extend the coverage of your mark and keep the date of the initial applications.

The selection of your mark, the classes of goods and services you specify and the countries you select are all important to the value of the mark. We will advise you how to get the best value and manage all stages of the process for you, from application to renewals.

For further information on how Coller IP can help your business please contact:

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Accentus Medical plc
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CompactGTL plc
ESR Technology Ltd
The Fairtrade Furniture Company Ltd
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