

Protecting Your Brand: The Importance of a Trade Mark Watch

Trade marks do not protect themselves, so it is vital that brand owners are vigilant in monitoring for third parties which imitate or simply stray too close to important brands.

A trade mark watch is a strong tool for brand owners looking to:

- 01 Preserve brand identity and reputation:** Trade marks inform the marketplace of the origin of the respective goods or services on offer. Brand identity and reputation relies on the ability of trade marks to identify one company (yours); this exclusivity must be safeguarded by actively monitoring use and registration of identical or similar trade marks.
- 02 Stay ahead of counterfeiters and cyber squatters:** Counterfeit drugs and products pose risks to public health, a company's reputation and can even interfere with regulatory approval. Vigilance helps detect counterfeit trade marks and take swift action.
- 03 Avoid long term cost implications:** Trade mark infringement and invalidity proceedings can be extremely costly. Monitoring helps identify potential infringements and prevention is almost certainly cheaper than cure. Third parties impinging on trade mark rights can undermine licensing agreements, disrupt operations, drain resources and harm a company's financial stability.
- 04 Protect market position and market share:** A strong trade mark portfolio can support a company's market position, by ring fencing the company's innovation and reputation. Safeguarding that market share is crucial, especially in the hyper-competitive life sciences landscape.
- 05 Navigate global markets:** Life sciences companies often operate globally, facing diverse legal systems and nuanced local practices. Monitoring for trade marks may enable companies to get ahead of these regional variations and may prevent unintentional infringement when expanding into new markets.



What Does a **Trade Mark Watch Service** Do?

A trade mark watch service shall monitor trade mark registers and ensure that you are updated where new trade mark applications are filed, for brands identical or similar to your own, in territories of commercial interest to you.

Importantly, these notifications are accompanied by basic advice (included in cost of watch) around next steps and recommended actions, to take the guess work out of brand vigilance.

Pricing

The annual prices for different types of watches are listed below:

Territory	Cost per mark, per class
Worldwide	£350.00
European	£280.00
Individual Country	£235.00

Our trade mark attorneys would be delighted to discuss trade mark watching further and to prepare a bespoke recommendation for your consideration.

A trade mark watch service is essential for proactive brand protection. Stay alert, act promptly, and strengthen your brand in a competitive market.

