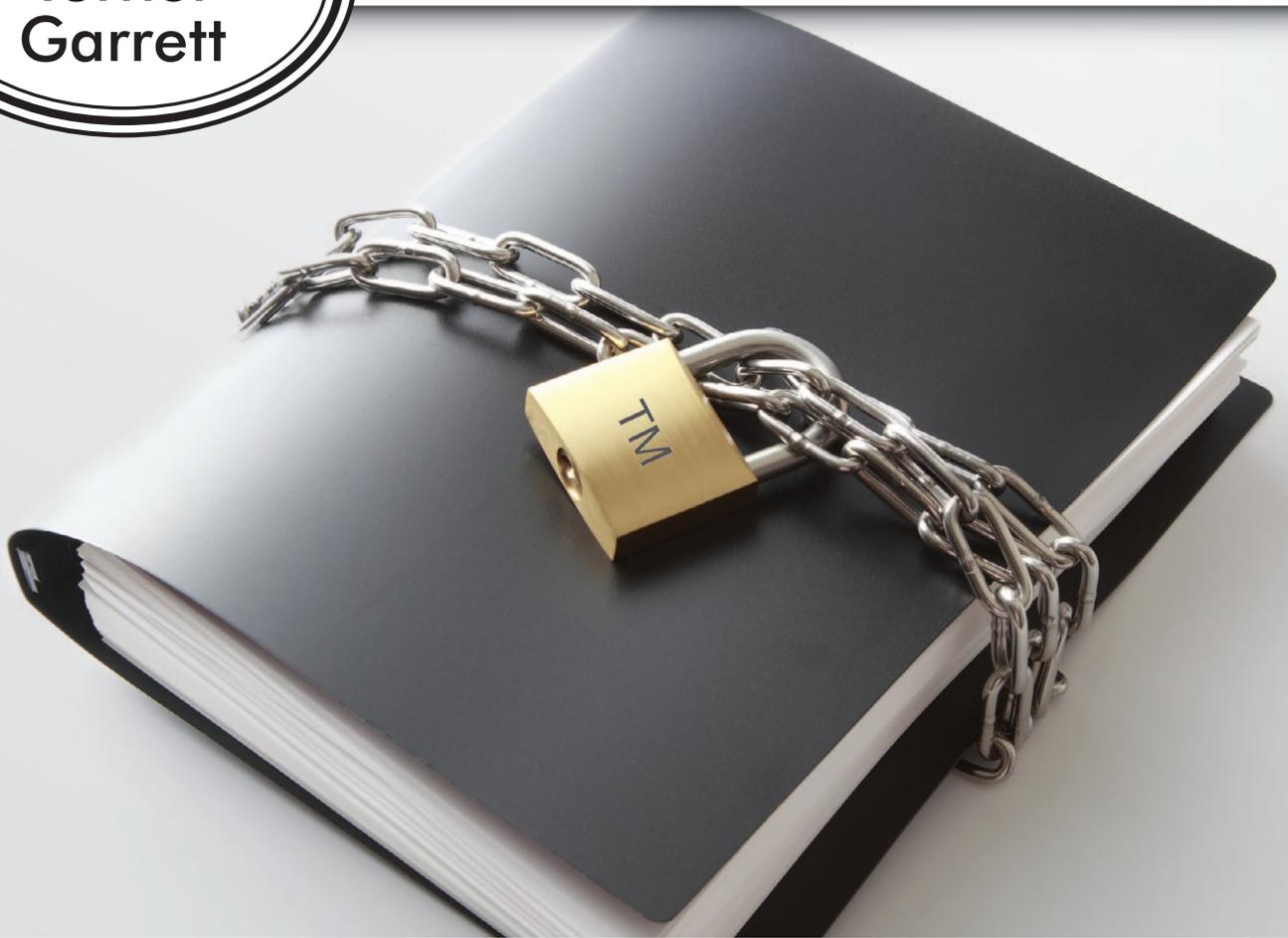


Mackrell
Turner
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Trademarks

A Quick Guide

PROTECTING YOUR BRAND

Image is everything and never more so than in business. As a business owner, the last thing you want after investing time, energy and money in your brand is another business trading on the goodwill of your name and/or image.

How then does a business protect its brand? The answer is with the use of trademarks.

A trademark can be in a word format, a logo or figurative mark and even smells, sounds and moving digital images can be capable of registration. A trademark must be capable of graphical representation and be distinctive for the goods and/or services provided and not customary in the relevant line of trade. It must not show information relating to the quality, quantity, purpose, value or geographical origin of your goods or services.



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In addition, if the proposed mark is used in relation to goods or services identical or similar to those for which an existing trademark is registered, then it will not be capable of registration.

Trademarks are filed under certain “classes” which are relevant to the goods or services they cover and registration acts as a monopoly right for the goods and/or services that the mark is registered under.

We would be happy to advise on the classes which are relevant for your business and which your trademark should cover.

WHAT IS THE EXTENT OF THE PROTECTION?

It is possible to apply to register a trademark either in the UK or throughout the European Union by way of a Community Trademark.

A UK trademark gives the holder the exclusive right to use the mark for the goods and/or services that it covers in the UK only, whereas, an EU trademark is valid throughout the 28 member states comprising the EU and avoids the need to register the trademark in the individual member states.

Both trademarks are valid for a period of 10 years and can be renewed indefinitely for periods of 10 years. At Mackrell Turner Garrett, we can apply for registrations of both UK and EU marks and we can assist with ongoing maintenance of your trademarks, to include renewal.

Mackrell Turner Garrett is the founding member of Mackrell International, a worldwide network of independent law firms and through this network we are able to provide trademark assistance worldwide. If you require trademark protection in any other country in the world we would be happy to assist.

We would be more than happy to discuss your trademarks or other intellectual property requirements with you in further detail. If you would like to get in touch with us, please contact:



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