

Why should my trademarks be watched?

Your registered trademark is a part of the DNA of your company, it reflects its value and is part of its assets. You have built and developed these assets, and these should be protected to maintain their value.

**Just like you insure your car,
your trademark watch is your insurance.**

Watching your trademarks means protecting your assets!

The best way to protect your trademarks is to watch them

Watching your trademark will allow you to be informed of new trademark applications which could infringe on your rights. For example, some competitors could take advantage of the awareness of your brand and that could eventually affect the goodwill of your brand. Also, trademark infringement could create confusion between your trademark and a third party's mark, which could lead to business loss.

How does trademark watching work and why should you order it from us?

We monitor your trademark and inform you as soon as a confusingly similar mark is found together with a legal recommendation if applicable. This is a time-saver for you since the sorting of the trademarks, analyzing of similarity and legal means to intervene are handled by our firm. Your mere task will be to review our recommendation and let us know how to move forward!

How can you watch your trademark portfolio?

It is very easy. You just have to subscribe to a yearly watching subscription for which all identical and similar trademarks to yours will be reported for similar goods and services. Your watch should cover all relevant territories – depending on your current but also future business activity.