

Protect the power of your brands

Brand Review Program

Your brands and trade dress are the face you present to your customers and clients. They may be the most valuable asset your business possesses. In intellectual property terms, these assets may include trade marks, company and business names, domain names and the copyright in the surrounding livery and get-up.

In a real sense, your brands and your related commercial reputation are what distinguishes your business from its competitors. These intellectual property assets rarely appear on a balance sheet but if they are lost, they can cripple a business. Consider these questions:

- have you identified all your brands and commercial names?
- are your brands fully registered and protected?
- do you own all the IP in your brand names and livery?
- have you attempted to value your commercial IP?
- do you have a house style for consistent use of your brands?

We offer a Brand Review Program to help you to identify, protect and exploit the IP in your brands, commercial names and trade dress.

1. IDENTIFICATION

We will review and identify the intellectual property in your brands, company and business names together with the copyright in your commercial livery and packaging. We will also identify ownership of that intellectual property, particularly in relation to the copyright in your creative works.

2. PROTECTION

We will review and assess the adequacy of the registrations of your trade mark portfolio with respect to the appropriate classes and countries nominated and recommend house style policies for the use of your trade marks. We will review your company business and domain name registrations and also assess whether documentation is necessary to ensure that you have unencumbered ownership in the copyright in your creative works.

3. EXPLOITATION

Once your intellectual property has been identified and protected, we will outline various policy options for exploiting the intellectual property in your brands and commercial names. These options may include appropriate pricing strategy, promotional policy, licensing and assignment.

Implementation

The first step in implementing our program is to take you through a FREE no obligation IP Health Check which will help us to highlight your intellectual property assets and to assist us in tailoring our program to meet your requirements.

Contact us

You are welcome to contact our intellectual property lawyers at any time to discuss our Brand Review Program or any of your intellectual property needs.



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