

TRADE MARKS

Our clients include household names such as
The Advertising Standards Authority, Great Ormond
Street Hospital for Children, Jane Asher, Christian Aid,
Shelter and The Booker Prize.

Client testimonials

“Having registered trade marks on a
world wide basis for several years now,
I still say that BWB is the best trade
marks firm in England”

Canadian Trade Marks Attorney

“With your firm on the file
I sleep well at night”

Carters Professional Corporation

“They always understand our
requirements and respond in a
pragmatic and timely way”

Booker Prize Foundation

“Practical and accurate advice,
describing complex legal issues in
layman's terms and simplifying
complicated processes”

Motor Neurone Disease Association

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TRADE MARKS



Many law firms outsource their trade marks work to trade
mark agents, and pass on this cost to the client.

Bates Wells & Braithwaite retains its own experienced
trade marks specialists in-house.

TRADE MARKS

We have been registering trade marks for more than 15 years and offer a complete trade marks solution, designed to meet your needs and your budget:

We offer the following products:

Consultation and Analysis

- Free half hour consultation for all new clients
- A review of existing protection for your names, logos and brands
- Recommendations tailored to your requirements
- A free explanatory guide to trade marks

Name, logo and brand clearance

- Searches of relevant trade marks registers, Companies House records, domain name registries and the internet
- Analysis of search results and a full report with practical recommendations
- Specialist reports on short-listed names for re-branding

Applications and Registrations

- Advice on appropriate specifications of goods and services
- Filing of trade mark applications in the UK, EU and further afield
- Management of marks through to registration, including dealing with obstacles such as trade mark registry objections and opposition by other trade mark owners

Ongoing protection and exploitation

- Monitoring and watching services to alert you to misuse of your mark, whether in the UK or internationally
- Renewal of trade marks
- Advice and assistance on trade mark enforcement and disputes
- Licensing and franchising structures and agreements
- Re-branding and trade mark portfolio audits

The wider picture: Integration of our trade marks products with BWB's legal services allows us to offer a very wide range of advice to our clients, including in the related areas of copyright, passing off, and domain names. We also specialise in dispute resolution, contractual issues and advice on all aspects of sponsorship and endorsement.

Specialist Charity and Social Enterprise Service

In addition to our depth of experience in advising commercial clients from partnerships through SMEs to blue chip companies, BWB leads the field in its wide range of specialist legal services to charities and social enterprises. We offer a unique combination which brings together our expertise in the charity and social enterprise sector and our commercial experience of trade marks and branding.

With hundreds of charity trade mark applications under our belt, our understanding of the sector allows us to offer a tailored approach to the sector, including:

- A discount of up to 20% on our commercial rates
- Help in identifying the right protection for charitable and trading activities, from international or environmental NGOs, to religious charities, UK service-providers and social enterprise start ups
- Advice on appropriate procedures to settle disputes with other trade marks or rights owners (which for charities often succeed in place of more aggressive commercial tactics)
- Licensing trade marks to sponsors/funders, commercial participators, professional fundraisers and charity trading subsidiaries

Bates Wells & Braithwaite