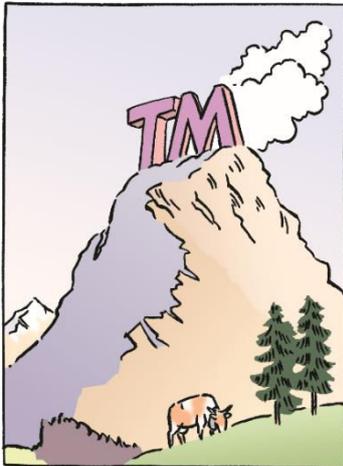


## Trademarks: The value of your Company



### What is a trademark and why should your company register its trademarks?

A trademark is a protected sign that consists of distinctive words, letters, numerals, graphic symbols, drawings, shapes, three-dimensional signs, pictures, colours, logotypes or combinations of those. A trademark constitutes the value of your company.

As owner of a registered trademark, you have the exclusive right to use it for the registered kind of goods and services and thus, to differ from your competitors. In addition, you may prohibit others from marketing products or services under the same or a confusingly similar trademark/name.

Without a registration, your valuable developments and investments in marketing a product may become wasteful as competitors would be able to use the same or confusingly similar trademark for identical or similar products. Do not miss to register your trademark on time (nationally and worldwide).

### Trademark research

Before filing an application to register your trademark, it is essential to conduct a legal research. This is to ensure that you do not infringe the rights of an existing trademark/name. The owner of an existing trademark is entitled to raise an objection within the objection period. Depending on the country, the objection period is between 3 to 18 months since registration. A research may help to reduce the risk of being involved in costly and time consuming opposition procedures and further legal proceedings.

As the research results show an overview of existing trademarks, it is an essential basis for future consideration and/or development of trademarks.

### Trademark monitoring/Watch service

The trademark registration means that your trademark is protected. However, as gives you rights, but the burden of monitoring and enforcing them rests on your shoulders as trademark owner. It is essential that you subscribe to our watch service. This will allow you to be informed early enough of a violation of your rights by a competitor or that a similar trademark is about to be registered.

Should an identical or similar trademark to yours be registered, it is important to react within the prescribed delay of the objection period. Contact us, if your trademark rights have been infringed. We are happy to assist you in enforcing your trademark rights.

### How much does it cost to register a trademark?

The costs depend on the extent and nature of the legal services (legal advice, research, definition of goods and services, registration/filing, monitoring, etc.) required and the fees charged by the registration offices. Contact us to get an individual offer.

### Protection by copyright or unfair competition law

Trademark registration is the most common way to protect your branding. It may be possible to achieve additional protection under national copyright or unfair competition law. If the lifecycle of your products/designs is shorter you may opt for a protection under "design law registration".

Each business is unique and the legal protection of its intellectual capital needs to be tailored to its strategy. We assist you in maximizing the financial rewards of your innovative and creative capacity.

