



Trade Mark and Company Name Watching

What are watching services?

You have probably invested in the adoption of a unique brand - be it a trading or product name. Watching services allow you to easily monitor others registering company names, trade marks, or domain names similar to your brand. This is a simple way to identify and resolve conflicts early and cheaply, and maintain the uniqueness of your brand - it can also provide valuable market intelligence.

Trade mark watching

The watching service identifies new trade mark applications in your area of interest, so that you can consider raising objections if necessary. You can monitor new trade mark applications of a particular competitor, to track their trade mark strategies and portfolio development.

UK company name watching

Companies House do not conduct searches to see if anyone else has rights in a proposed company name, and every day UK company names are filed which conflict with existing brands. UK company watching services will notify you of any new UK company names that may conflict with your own brands. You can then take action early before a company starts to trade.

Domain name watching

Newly registered domain names may also conflict with your brand, and you may wish to prevent others from using these if possible. Domain name watching can help you to maintain your brand identity online.

What now? If you would like further information, or would like to discuss how we can help you, then please give us a call.



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