



# UK Trade Mark Registration

## Your brand is your most valuable business asset

We advise our clients to protect their brands by registering them. If you don't obtain a registered trade mark it may not be possible to prevent others from trading under the same or a similar brand. There is also the possibility that somebody else might decide to register your brand, or a confusingly similar brand, and then accuse you of infringing their registered trade mark.

If you would like further information please contact a member of the Ashfords Trade Mark Team on +44 (0)1392 333947 [tm@ashfords.co.uk](mailto:tm@ashfords.co.uk)

## FEES

For filing and prosecuting (through to registration) a UK trade mark application in one class only we charge a fixed fee of **£800 plus VAT**.

This is the cost for drafting the specification and agreeing it with you, preparing the application, filing it and notifying you of the filing date and reporting to you on the progress of the application through each stage (i.e. examination, publication and registration). This includes all official filing fees **and assumes that the application faces no official objections or third party oppositions**.

For each additional class, we charge a further fixed fee of **£100 plus VAT per class**, including all official filing fees.

If official objections are raised, or we have to deal with third party oppositions, we charge on an hourly basis for the time we incur in conducting the work we have to do through to registration of the mark.

Our current hourly charge-out rates for those likely to be involved are as follows:

Partner: **£250 - £300 plus VAT per hour**

Solicitor: **£200 plus VAT per hour**

Trade Mark Attorney: **£200 plus VAT per hour**

Trade Marks Paralegal: **£150 plus VAT per hour**

We can supply cost estimates for dealing with any objections/oppositions as and when they arise. At that stage we will have a better idea of what work we are likely to need to do, in order to try to overcome the objections/oppositions. If you decide that the cost of proceeding is not worth it (i.e. bearing in mind the merits of your case), you can always cut your losses and abandon the application at that stage.

## SUMMARY

In summary, you are looking at a total cost of **£800 plus VAT** if the application proves straightforward and is in one class only. This equates to **£80 plus VAT per year** for the first 10 year period of the registration.

When you consider the likely cost and damage to your business were someone else to start trading under your key brand, or a confusingly similar brand, registration offers excellent value for money insurance against such a possibility.

Ashfords LLP is Authorised and Regulated by the Solicitors Regulation Authority. The information in this note is intended to be general information about English law only and not comprehensive. It is not to be relied on as legal advice nor as an alternative to taking professional advice relating to specific circumstances.

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