



# Watching Services

## Your watch

As a brand owner, it is important to be kept aware of third party trade mark applications filed for marks that are identical or similar to your marks, in countries where you trade or are planning on trading in the future. Every day, hundreds (if not thousands) of trade mark applications are filed at trade mark registries across the world. Given the volume of applications there is likely to be, at some point, an application made for a mark that is either identical or similar to your own.

A watching service monitors trade mark registry records across pre-determined territories and will notify us about the filing/publication of registered trade mark applications for marks identical/similar to your marks, usually for identical/similar goods and/or services (although the service can be set up to watch for applications filed for non-similar goods/services).

Having this knowledge means you can, where appropriate, take steps to prevent a mark that is identical or similar to your own being registered and/or used in trade.

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)

## Setting up a Watching Service for your Mark

We determine and agree with you which mark or element of a mark should be watched, the territories to be covered and the goods/services that should be monitored. We will also remind you when the service is coming up for renewal.

All costs given are for a watching service that lasts 12 months from the date of commissioning the service and include all set up costs, specialist search providers' fees and Ashfords' fees for reviewing the notices and notifying you of any marks which may be of concern.

UK and Community Trade Marks	<b>£550 plus VAT (In up to 3 classes: additional classes £15 each)</b>
EU Member States	<b>£595 plus VAT (In up to 3 classes: additional classes £25 each)</b>
Europe (Geographic)	<b>£610 plus VAT (In up to 3 classes: additional classes £30 each)</b>
Worldwide	<b>£670 plus VAT (In up to 3 classes: additional classes £40 each)</b>

## Competitor Watch

A competitor watch monitors the filing of all trade mark applications filed in the name of particular competitor of yours.

It offers the following advantages:

- Gives details of all new trade marks of your competitor and, in particular, for what goods and services.
- Allows you to make informed and timely decisions about your own new products and services and trade marks.
- Future marketing plans and product/service launches of your competitor can be anticipated, as the filing of trade mark applications is often the precursor of a new brand launch.

## Competitor Watching Service

We determine and agree with you which competitor should be watched. All costs given below are for a watching service that lasts 12 months from the date of commissioning the service and include all set up costs, specialist search providers' fees and Ashfords' fees for reviewing the notices and notifying you of any marks that may be of concern.

Per Country Watched	<b>£325 plus VAT</b>
UK & CTM	<b>£350 plus VAT</b>
Worldwide	<b>£650 plus VAT</b>

The above costs do not include specific legal advice on the merits of opposing/taking action to oppose any application that has been revealed and/or taking steps to challenge a third party's use of a mark, the subject of any application revealed by the watching service.

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