

## Total brand protection

We offer a complete brand protection service:

*Brand creation and clearance:* pre-filing advice and clearance in any country, offering a variety of search packages.

*Trade mark filing and prosecution:* filing at the UKIPO, OHIM and WIPO, plus we frequently manage parallel filings worldwide, via a network of trusted local agents.

*Opposition filing and prosecution:* bringing and defending complex trade mark oppositions before the UKIPO and OHIM, as well as handling overseas opposition portfolios.

*Enforcement and dispute resolution:* bringing and defending infringement and passing off actions; seizing counterfeits; disclosure of evidence, tracing and freezing assets; securing the transfer of domain names and acting against cybersquatters; bringing and defending trade mark revocation and invalidity actions.

*Licensing, merchandising and franchising:* advising on all forms of commercial contracts to help maximise the return from brand assets. When it comes to selling a brand, we also offer strategic advice on the most appropriate method.

*Maintenance, ownership and audit:* managing renewals, recordals, assignments and trade mark watching services nationally and internationally.

## Act now

Branding need not be expensive but the cost of not protecting your brands can be high. So, take the first step towards peace of mind. Contact us today to arrange your *ManchesMark*<sup>TM</sup> review.

For further information, please contact any of the *ManchesMark*<sup>TM</sup> team:



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Make your mark  
*ManchesMark*<sup>TM</sup> brand  
protection services

## Are your brands protected?

- Are your brands registered as trade marks? If you don't register them someone else might.
- Are they registered for the right goods and services, and in the relevant countries? If not, they may be vulnerable.
- Does anyone else own or use similar brands to yours? Are you at risk of infringement? Can you challenge them?
- Are you aware of what brands your competitors are using? And are others using your brands without permission?
- Are you thinking of moving into new product areas or markets? If so, what action have you taken to extend your brand protection?

If any of the above applies, you should take action - fast. Your failure to adopt a proactive approach to protecting and policing your brands may result in lost sales, unfair competition, diminished brand value and/or damage to consumer confidence.

And in the worst case, the costs of having to re-brand and pay damages to others could be considerable.

*ManchesMark™* can help.

*"Manches provides EUSA Pharma with a first class service, in particular, in the area of intellectual property. We would have no hesitation in recommending Manches to others looking for professional and thorough legal advice."*  
Zoe Evans, General Counsel, EUSA Pharma

## ManchesMark™

Manches LLP is a leading intellectual property law firm, with offices in Oxford, Reading and London. Our dedicated branding team offers *ManchesMark™* – a **fixed fee review** that helps you identify and establish a tailored branding strategy to meet your business needs.

The review costs a fixed £500 (+VAT) for a one hour consultation at one of our offices. We will send you a questionnaire beforehand, which we will discuss with you at the review.

Your answers will enable us to identify any potential problems with your current branding arrangements. Following the meeting, we will provide you with a written report of practical recommended solutions.

If you then instruct us to take any remedial action, we will credit the full cost of the review against our initial fee for handling your case.

Our review is thorough. We know there is no 'one size fits all' solution and we will tailor our recommendations to suit your business needs.

*"The Manolo Blahniks of law firms, Manches LLP's team inspires confidence through its down-to-earth commercial nous. The team is brilliant, reliable and responsive [with] tremendous legal knowledge".*

The Legal 500 UK 2009

*"Their IP lawyers care about our company as much as we do."*

Chambers & Partners UK 2010

## Why use Manches?

We have extensive experience of the branding process, from creation to enforcement. We offer a comprehensive service covering trade mark clearance, filing and prosecution and portfolio management, as well as dispute resolution, enforcement, transactional, advisory and commercial work.

We act for a broad spectrum of clients, ranging from small to multi-national brand owners involved in a variety of sectors, including pharma, biotech, technology, publishing, education, fashion, drinks and retail.

We provide clear, commercial advice to help our clients identify opportunities and avoid problems. Above all, we recognise that brand protection, defence and exploitation are key to their commercial success.

### Who we've helped

Below are just some of the clients whose brands we have helped protect:

- Against Breast Cancer
- Alexander McQueen
- CAB International
- Chloé
- DANTE
- Derek Andrew Inc.
- EUSA Pharma
- Hook Norton Brewery
- IKEA
- Jimmy Choo
- Marvel Comics
- New Zealand Game Industry Board
- Oakley
- Oxagen
- RM Education Plc
- TK Maxx
- Tolkien Estate