



NTM

MURPHY THOMPSON MOORE LLP

Trade Mark Services

- ✓ Searches with advice as to registrability
- ✓ UK Trade Mark Registration
- ✓ Assistance with International Registrations
- ✓ Monitoring & Renewals
- ✓ Extensions of existing trade marks

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Trademark features

KEY POINTS

- ✓ A trade mark can be a symbol, word(s) or a visual representation
- ✓ It serves as a unique identifier of the origin of goods or services
- ✓ It affords legal protection to the mark owner by conferring a monopoly on its use.
- ✓ Trade marks have distinctive character, protecting brand identity
- ✓ Marks usually belong to one owner, but Collective Marks can be registered to confer benefits on groups



Legal protection of your brand identity

A trade mark is a straightforward and popular means to protect a brand identity from the risk of copying and enrichment by others.

Trademarks are available for a wide variety of classes of goods and services.

Registration is overseen in the UK by UKIPO.

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Trademark Searches

- ✓ Searches are advisable and desirable
- ✓ A public database of existing trade marks in maintained by UKIPO and can be accessed online
- ✓ Initial searches act as a good filter of marks that may be similar but are often imprecise
- ✓ A search with advice as to registrability is recommended prior to application costs being incurred
- ✓ Searches should be prepared from a broad spectrum of the proposed registration classes and conducted by an experienced professional



Efficient and effective trademark registration services

Since a registration application discloses your proposed mark to the public, we strongly recommend a two step search process prior to registration application to improve the chances of a successful registration.

Call us on 0161 835 2080.

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Registration

KEY BENEFITS

- ✓ We provide a full registration service for a pre-agreed fixed fee
- ✓ Your use classes are carefully considered and statutory fees calculated
- ✓ Your trade mark application is submitted to UKIPO
- ✓ Feedback from the Examiner is considered and any observations handled
- ✓ Your mark is advertised, proceeds to registration and your certificate is issued



MTM can manage the registration process from start to finish

MTM provide a fast efficient and carefully monitored trade mark registration process.

We deal with all application administration for you and provide regular updates throughout the process to completion.

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International Registrations

- ✓ UK registered marks can designate other countries for extension of their trade mark protection to these territories
- ✓ Application advise and assistance is available from our team
- ✓ We can provide a concierge service to navigate the WIPO process
- ✓ Application costs are considerable and clients are advised to weigh carefully the costs and benefits
- ✓ Clients should consider fostering good mark recognition in the UK and also the risks of revocation due to non-use in overseas markets that are not well established



Extending the protection of your marks to cover more territories

Registration through WIPO is available to extend most UK trade marks.

Application costs and advice and guidance is available from our office.

Do call if we can be of assistance.

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Collective & Certification Marks

- ✓ A collective mark is designed to confer recognition that the goods or services originate from a trade association
- ✓ A certification mark confirms that defined standards are met by a supplier of goods or services that carry the mark
- ✓ An example of a collective mark is the Woolmark



Providing professional advice and clarity for over 25 years

If you are unsure which type of trademark is best suited to your business activities please call us for information and guidance.

We can take you through the process from initial enquiry to completed registration in a straightforward and clear way to ensure success.

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MURPHY THOMPSON MOORE LLP

Over 25 years of support to small business owners, accounting and legal practices.

Support & guidance with all your requirements throughout the company lifecycle.

Our experienced team are here to help with you.

If you have any questions, please don't hesitate to call us on **0161 835 2080** or email **info@mtmlp.co.uk**

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