

TRADE MARKS APPLICATION STEPS FLOW CHART

Instructions

- Following your enquiry we will carry out an initial review to identify any obvious pitfalls in proceeding with a certain line of branding.
- If we consider there is an inherent issue with the proposed branding, we will liaise with you to determine whether amendments can be made, or alternative marks submitted to maximise the chances of registration. We will usually report back to you with our findings by way of a telephone call.

Searches

- We will carry out, what we refer to as a 'Keyword Search' in respect of each proposed mark(s) you wish to apply to register and the results of the respective Keyword Search will be provided to you.
- We will also carry out a number of other searches including searches of Companies House and domain name registries to identify any potential issues with the registration.

Search Report

- We report back to you with the results of our searches in a formal search report.
- At this stage you may wish to alter your proposed mark to remove any potential issues with the application.

Specification

- We will draft the specification for your application setting out the classes of goods and/or services against which the proposed mark is to be registered.

Final Review

- Once the specification is prepared, we will submit a final review of the application for approval.

Application

- Your application is submitted to the relevant Intellectual Property Office for registration.

Examination

- The relevant registry will examine the submission and report back to us (usually within 20 days) with their views as to whether the proposed mark is capable of registration.
- If objections are raised by the Examiner, then we will liaise with you to amend the mark and/or the specification or oppose the objections raised by the Examiner.

Publication

- Once the Examiner is satisfied that the mark is capable of registration, they will publish the mark in the relevant Official Journal. This then starts a period of two months for UK trade marks or three months for EU trade marks during which time third parties can oppose the registration.
- If any oppositions are raised then we will liaise with you as to next steps. This may include amending the application, entering into co-existence agreements or withdrawing the application altogether.

Registration

- If no oppositions have been received then at the end of the publication period your mark will be registered and you will be issued with a certificate of registration.