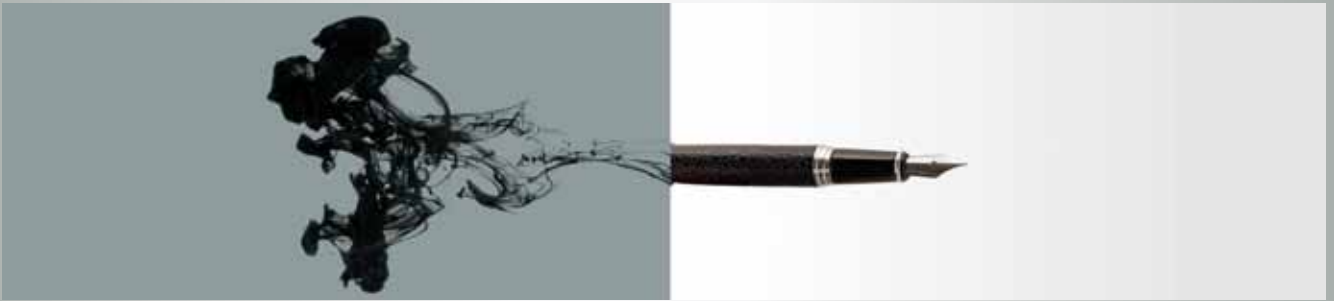


Trademark Renewals Service



Trademark rights need to be maintained in all jurisdictions where rights are registered. However, while managing renewals for a portfolio of trademarks is essential, it can be time-consuming and highly administrative, especially in more isolated jurisdictions.

WHAT IS THE MOST EFFICIENT METHOD OF RENEWING TRADEMARKS?

You could renew in-house, but you'd need specialist staff, the ability to pay in all currencies, manage agent relationships and monitor national laws. Alternatively, you could outsource to CPA Global.

Our trademark renewals service ensures that your trademark renewals are managed accurately and your data is held securely. We also make sure that you are always aware of the legal renewal requirements in each jurisdiction. We simplify the renewals process for you by providing a single point of contact, renewal notices, flexible instruction methods (including the facility to make urgent payments), a complete worldwide formalities service and close monitoring of the renewal process to ensure risk is kept to a minimum. You will benefit from the international expertise and industry knowledge we have gained from processing trademark renewals for over 25 years.

For more information contact:

CPA Global Head Office: Tel +44 (0) 1534 888711
www.cpaglobal.com

Regional Offices: UK Tel +44 (0) 1784 224559
Germany Tel +49 (0) 89 4567850
USA Tel +1 (703) 739 2234
Australia Tel +61 (0) 2 9993 3010

5 REASONS TO RENEW TRADEMARKS WITH CPA GLOBAL

CPA GLOBAL IS THE LARGEST AND MOST EXPERIENCED IP SERVICE PROVIDER IN THE WORLD. OVER 40,000 CLIENTS CURRENTLY BENEFIT FROM OUR SERVICES. HERE ARE FIVE REASONS WHY YOU SHOULD JOIN THEM:

1 YOU WANT TO REDUCE THE ADMINISTRATION INVOLVED IN RENEWING TRADEMARKS

The administrative burden of trademark formalities can tax an already busy IP department. We will reduce this burden by taking responsibility for your renewals documentation. When you sign a general Power of Attorney (restricted to the renewal and maintenance of trademark registrations) over to CPA Global, we can process renewals in any jurisdiction. We can also manage authentication requirements, such as notarisation, apostille and legalisation, on your behalf. If you do not wish to grant CPA Global Power of Attorney, we will remind you of impending renewal deadlines, and prepare for your signature the necessary formality documents required in the jurisdictions relevant to you.

2 YOU WANT TO SAVE TIME AND MONEY BY INSTRUCTING ONE PROVIDER FOR RENEWALS WORLDWIDE

We are able to provide you with a complete service that covers all formality and documentary requirements in all trademark jurisdictions. Our service allows you to be in complete control of your portfolio, while we manage the details and complexity of trademark renewal formalities on your behalf.

3 YOU WANT YOUR IP RIGHTS TO BE PAID ON TIME

Our IP legal services department monitors laws in over 200 jurisdictions in which we currently maintain IP Rights. Every time a law is changed or updated, we identify the amendments, research their validity,

examine their implications and implement them into our systems. Only after rigorous testing are new laws input into our live system, and existing cases on our records re-calculated. You can be sure that your IP Rights stored in our system are renewed on time.

4 YOU NEED A RENEWALS SERVICE THAT CAN INTERFACE WITH YOUR EXISTING SOFTWARE

Our renewal system works with CPA Global licensed software and non-CPA Global industry standard software for accurate data transfer. Our specialist team, dedicated to handling data, for new and existing clients, will ensure a smooth transition of renewal responsibility to CPA Global with minimal disruption to your business. You can be confident that your cases are held safely in the event of any loss of data on your side. Using our on-line portfolio management tool, you can view the status of a case and run reports to support your decision making processes. This saves you time ensuring the management of costs, and enables forward planning.

5 YOU WANT A LOCAL DEDICATED POINT OF CONTACT FOR CASE QUERIES

Our service is fully supported by our regional client service departments. All new clients are also assigned a dedicated project manager to assist with their first data transfer. This means someone is always available to handle any queries and answer your questions.



RENEWALS

= BURDENSOME
BUT NECESSARY

The Need =
KEEP THE RIGHTS

You need to maintain IP
Rights in each jurisdiction
trademarks are registered

The Reality =
TIME-CONSUMING

Multiple agents to instruct
worldwide and country-by-country
formality requirements

The Problem =
PAPERWORK

You need to reduce the administrative
burden and costs of renewing your
Rights on time

The Solution =
CPA Global

Easy, safe, cost-effective
global renewals