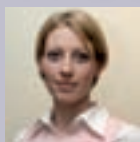


WORKING TOGETHER



BRANDS AND THEIR ASSOCIATED TRADEMARKS SUPPORT THE SUCCESS OF A PRODUCT IN THE MARKETPLACE. HOWEVER, MAINTAINING AND PROTECTING THE ASSOCIATED RIGHTS CAN BE A COMPLEX AND TIME-CONSUMING PROCESS. TRADEMARK MARKETING MANAGER, **HELEN BOYDELL**, OUTLINES THREE WAYS CPA CAN HELP...

1 Trademark professional support services

Trademark rights need to be maintained in all jurisdictions where rights are registered. However, while portfolio management is essential, it can be time consuming and highly administrative, especially in more isolated jurisdictions.

At CPA we are able to reduce the burden at every phase of the renewal process and provide you with an efficient, safe and cost-effective service that covers formality and documentary requirements in all trademark jurisdictions. Clients can take advantage of our established worldwide network of agents, benefiting from the volume discounts we are able to negotiate, as well as our ability to accommodate clients' strategic relationships by using selected agents.

All clients are assigned a data management specialist to ensure the smooth transfer of renewal responsibility to CPA, and regional client service teams and account managers are available to manage any issues that might arise during the renewal process. Our web-based software features status tracking and reporting capabilities, and our custom-built interfaces link to existing IP management software and e-billing systems, to ensure clients remain in control.

2 Trademark searching and watching

After investing so much time and money into a new product or service, it would be a disaster to learn that the trademark you have chosen is already in use. Even worse would be facing an infringement lawsuit after your product has been launched and your sales have begun to develop. The first step in avoiding such problems


is determining beforehand whether your chosen mark is available for use and registration in each of the markets where you plan to use it.

To prevent infringement, a comprehensive and systematic process of identifying potential infringements is required. We provide traditional off-line watching as well as on-line brand protection services. Using automated software and trained linguists we examine every published journal in the trademark world and deliver translations and transliterations of potentially infringing registrations to tight deadlines. Our on-line portal allows clients to manage their watching portfolio and use workflow tools to leave instructions for colleagues about which notices have been read or need action. The portal delivers all results generated from monitoring brands on-line, facilitates report creation and filtering, and provides access to Whois information.

3 Domain and digital content management

The global domain name system is complex and non-uniform. There are more than 240 registries, each with their own policy of registration and renewal. Of these, approximately 50% operate on a first-come, first-served registration policy and less than 40% have formal dispute resolution procedures. By combining industry-leading products and services with IP-focused, consultative account management, CPA is able to provide a first-class solution to deal with domain name management and on-line brand protection

on a global scale. First, we conduct an audit, registrant investigations and reverse Whois analysis, and consolidate portfolios by taking them under management. Then, we help to close any gaps by registering names and protecting rights through automatic renewal and ongoing monitoring.

Our watching services cover domain name watching (monitoring for identical or confusingly similar named sites) and web content watching (identifying brand abuse and fraud on websites, blogs, message boards and news groups). We also offer auction monitoring to identify and report fraudulent or counterfeit behaviour on all major auction websites. This ensures we provide clients with information that may prove vital in defending IP Rights on-line. 

● Trademark and domain management and protection doesn't have to be a complicated or time-consuming process. CPA's suite of services are designed to provide you with the required level of support. To find out more, e-mail hboydell@cpaglobal.com.