

Title Update Service

- recordal of assignment, merger, change of name or address



If your company owns or acquires intellectual property, the trademarks should always be recorded in the correct name and address of the owner at local trademark registries. If not, their value and enforceability may become compromised and it may not be possible to enforce your rights against infringement or you may encounter difficulties renewing them. The challenge is updating your trademark owner details accurately and cost effectively, taking into account the complex documentary requirements and legal procedures which vary across different international jurisdictions.

IS THERE A MORE EFFICIENT WAY OF RECORDING TITLE UPDATES?

You could manage the process internally and instruct foreign agents to record the changes in their local jurisdiction. However, the work involved in effecting title changes (recordal of assignment, merger, change of name or change of address) against trademarks is administratively complex and time-consuming. This business requirement can be especially burdensome when internal resources are already stretched thin.

Alternatively, you could outsource the administration of title update projects to CPA Global. CPA Global is an expert in this type of work and has the knowledge and infrastructure in place to manage these projects accurately, efficiently and cost-effectively. By outsourcing to us, you will benefit from the international expertise and industry knowledge we have gained from years of processing title updates.

For more information contact:

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5 REASONS TO RECORD TITLE UPDATES 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 NEED A SECURE SERVICE FROM AN EXPERIENCED GLOBAL PROVIDER

CPA Global has over 25 years experience handling trademark formalities. CPA Global will manage the risk to ensure that all updates are completed accurately and on time. Our dedicated expert title update team is there to manage any issues that might arise, reducing the volume of queries you would normally have to face. You benefit from the peace of mind that comes from entrusting your IP assets to an experienced service provider.

2 YOU REQUIRE HIGH SERVICE LEVELS AT A COMPETITIVE SET PRICE

Because of CPA Global's infrastructure, dedicated expert title update team and large volume of annual transactions, you will not only enjoy the highest service levels with the least amount of risk, but also a competitive price. CPA Global will reduce your risk through working with one single provider. By processing en bloc title updates you achieve cost certainty from our sliding scale discounts. We also provide a clear forecast of charges for accurate budgeting, constant communication if scope changes and standard fixed prices where additional work is required. You can control costs through a fixed price, decrease risk and take advantage of our expert team.

3 YOU WANT TO BE ABLE TO RECORD ANY CHANGE OF ANY TYPE OF TITLE UPDATE IN ANY JURISDICTION THROUGH ONE PROVIDER

CPA Global manages the recordal of assignments, mergers, name changes and address updates to IP registrations worldwide. We provide this service either at the time of renewal, on an ad hoc basis, or en

bloc whereby we systematically update owner details of all relevant trademarks in all jurisdictions at one time. You don't have to manage multiple correspondence with outside counsel and agents; as your one point of contact, we can do it all.

4 YOU CHOOSE TO BE AS INVOLVED IN THE PROCESS AS YOU WANT

You can specify the exact level of CPA Global's involvement and we work with you to define this. There are many ways to engage with us. For example, CPA Global can provide you with the necessary Powers of Attorney and file them at the Trademark Office together with the Deeds of Assignment, once they are legalised. Alternatively, CPA Global can manage the whole legalisation process if you grant CPA Global limited Power of Attorney. This means you can delegate as much as you want.

5 YOU WANT THE PROJECT MANAGED PROFESSIONALLY

CPA Global administers the full life cycle of the title update process with attention to detail and expert formalities management. We provide you with a detailed project plan, including documentary requirements for each jurisdiction and budget forecasts. This includes all expected costs and fees in connection with the title update, including legalisation of documents, translation and publication costs. We manage all formalities on your behalf, recording changes in ownership of IP (as well as change of name or address) in each country where a trademark is held. Our service allows you to remain in complete control of your portfolio and manage your costs, whilst guaranteeing a smooth update of your IP.



TITLE UPDATES

= BURDENSOME BUT NECESSARY

The Reality =
CHANGE

Businesses go through a lot of changes such as ownership, official name, address, etc

The Problem =
ACCURACY

to properly protect your IP, ownership details must be up to date and accurate

The Requirement =
PAPERWORK

you must spend time and money updating trademark office records as well as your own files so that all the files reflect the current situation

The Solution =
CPA Global

efficient, safe, cost-effective global records