

## Trademark watch

### What is trademark watch?

**1**

**Identify**

the publication of new trademark applications that may be in conflict with your rights.

**2**

**Detect**

applications filed in countries where your trademark is not yet protected.

**3**

**Act**

quickly to defend your interests.

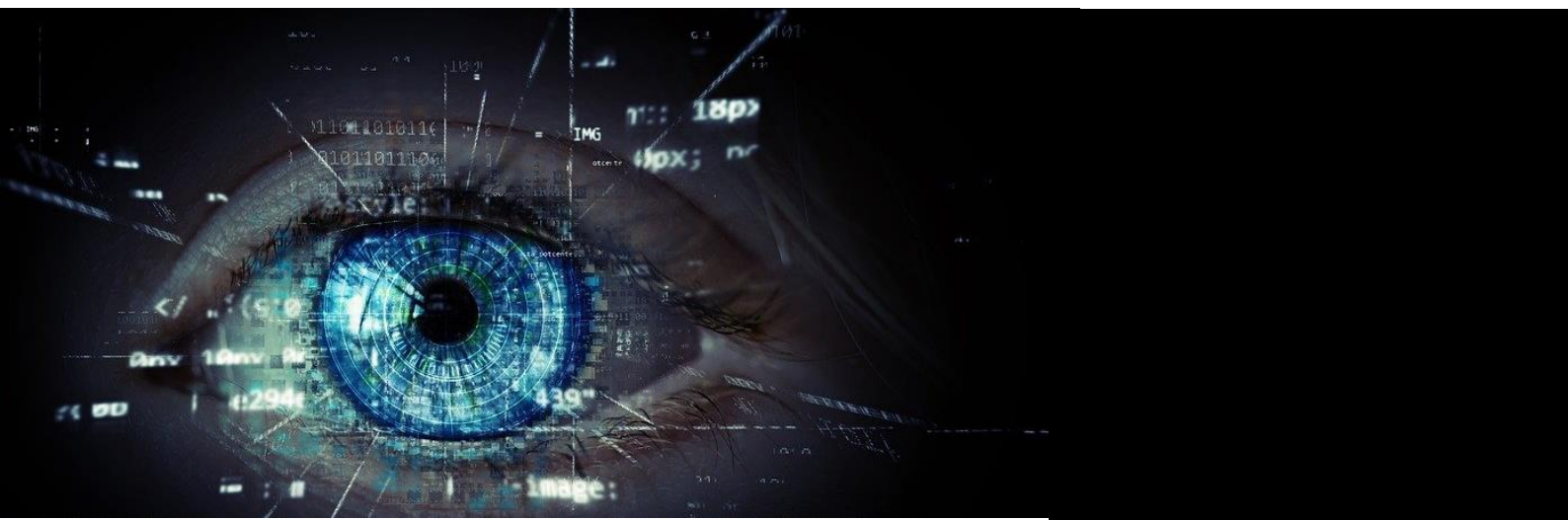
### How is trademark watch carried out?

#### You

- Define the geographical area covered by the watch;
- Select the classes of goods and/or services concerned.

#### Your trademark attorney at Germain Maureau:

- Receives alerts;
- Assesses the level of risk;
- Informs you and share his/her expertise with you;
- Initiates appropriate actions, if necessary.



# Why trademark watch is important?



- The French Office (INPI) does not check the availability of a trademark upon its filing; conflicting trademarks may thus be registered without you knowing!
- It is possible to file an opposition proceeding that is less expensive than a legal action which must be implemented within a very short time period from the publication date of the litigious trademark application.
- Tolerating similar trademarks may compromise a future infringement action.
- Monitoring is an excellent way of observing the competitive environment and of market intelligence.

## Do not hesitate to contact us

For more information on Trademark watch and our prices for this service, do not hesitate to contact us.

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