

Brand Guardianship

Creating and establishing a brand can be expensive. Our Brand Guardianship team works closely with a wide range of businesses, from enterprising start-ups to large, global and listed companies, to identify, register, protect and commercialise brand rights.

It is important that your chosen brand can be legally protected and does not infringe a third party's rights, so carrying out clearance searches before launching a brand is vital. Early searches can save you wasted time and cost if the brand you have decided upon is unavailable. Even if a full comprehensive search is beyond your budget, we can carry out a basic search to help reduce costs.

We offer fixed prices for most of our Brand Guardianship service which includes:

- **Brand Review** – Establish whether your proposed brand name or logo is available for use and can be protected. Clearance searches will check for prior registrations, to avoid infringement of a third party's intellectual property rights and increased costs further down the line.
- **Brand Registration** – Comprehensive registration support to protect brand rights in all relevant jurisdictions, including advice in relation to the most appropriate goods and services classes for your trade mark application.
- **Portfolio Management** – Management of your trade mark portfolio, including renewals, assignments and trade mark/domain name watches, to help you proactively protect your rights.
- **Enforcement** – Ensuring co-ordinated fast and effective enforcement on your behalf, if any infringement is identified.

Whether your brand is new or established or if you are expanding into new markets or sectors, we can ensure that your rights are protected and optimised for commercial exploitation in your market sector. Our services are scalable to your needs, whether you are an entrepreneur or a major household name. In addition to our UK service, we work closely with colleagues in Dublin, enabling us to file and prosecute EU Trade Marks. We also collaborate with a network of international intellectual property professionals, to register and protect your brands worldwide.

boyesturner.com

Meet the team



Chloe Fernandez

Paralegal

✉ cfernandez@boyesturner.com

☎ +44 (0)118 952 7120



Sarah Williamson

Partner

✉ swilliamson@boyesturner.com

☎ +44 (0)118 952 7240



Helen Dobson

Senior Associate – Solicitor

✉ hdobson@boyesturner.com

☎ +44 (0)118 952 7157