

Brand Protection Strategies

Key considerations

Ownership

- Ensure formal intellectual property (“IP”) assignments are taken from all third parties involved in brand creation and development
- Develop a database of all IP assets together with evidence of ownership

Protection

- Prepare an IP registration strategy and budget which considers:
 - Brand names (including transliterations and translations), logos, artwork, product and packaging design elements, domain names; and
 - All territories where the product will be sold, future markets and markets where the risk of counterfeiting is high
- Diarise renewals and budget accordingly
- File Customs records in all key territories

Enforcement

- Clean up existing IP and business registers by applying to cancel/oppose conflicting third party applications and registrations
- Gather quality intelligence to understand the extent of any infringement/counterfeit issue
- Audit your supply chain
- Work with law enforcement authorities
- Lobby and educate about the health & safety, consumer protection and social issues raised by counterfeits
- Consider appropriate anti-counterfeit technologies/devices
- Prepare an enforcement strategy for each key territory which identifies the potential target (manufacturer, retailer, importer), type of action (civil, criminal or administrative), the best forum/jurisdiction for each case and budget
- Ensure seized goods are destroyed
- Develop a PR strategy to manage communication relating to the strategy and any actions

For advice on the best brand protection strategy for your business please contact Shelley Watson: shelley@beaumont-watson.com or call 07879 688579



