

## Trademark Watch – Monitoring Marks Around the World

### Overview on Trademark Watch

The branding of a company is one of the major assets. As companies and their brands grow, the risk of being copied or imitated also grows. This is a by-product of the popularity of the branding of an entrepreneur and the influence of social media.

Registering a mark and marketing the brand are not the only elements to the success of a business. The protection and prevention from entities that would tarnish and ruin a business branding and reputation is likewise imperative for success. A way to ensure and strengthen the branding of a company is to closely monitor the applications of new trademarks that may be identical or confusingly similar.

Thus, in accordance with the mission of Accolade to fully serve all the intellectual property needs of its clients, it has now made available the Trademark Watch services. The database of our watching tool covers **185 jurisdictions** throughout the world.

### What is Trademark Watch?

Trademark Watch is a service that monitors trademarks in different jurisdictions. It allows any identical or similar trademarks owned by third parties to be identified. It helps locate identical or similar marks that are pending in specific jurisdictions.

### What are the Benefits of Trademark Watch?

As an essential part of effective trademark maintenance and enforcement programs, generally, the primary benefit of Trademark Watch is the early detection of similar or identical marks that are pending applications. It serves as a tool to deter and prevent third parties from registering one's trademarks. By identifying similar/identical marks, entrepreneurs are given an opportunity to oppose the said trademark applications.

### What will be included in the Trademark Watch Report?

The Trademark Watch Report shall contain the details of similar or identical marks, i.e., the owner, jurisdiction, application number, designated goods/services, application date, and status.

### How often will the Trademark Watch Report be issued?

The Trademark Watch Report shall be issued on a monthly basis. Clients may request to adjust the reports depending on their needs as well.

### Is there a minimum period of subscription?

The Trademark Watch is an annual subscription service.

### Who may avail of the Trademark Watch Service?

The Trademark Watch is primarily available to existing clients, but it is likewise offered to new clients who care about their brands.

### How much is the cost for Trademark Watch?

The cost for Trademark Watch varies depending on the number of marks, classes, and jurisdictions that will be monitored.

Below is the matrix of **annual fees** for the Trademark Watch:

Pure word trademark watch - below are the types of trademark watching service that we provide:

Classes / Jurisdictions	First Jurisdiction (HKD/Year)	Per Extra Jurisdiction (HKD/Year)	Global (HKD/Year)
1 Class	\$3,500	\$2,500	\$9,000
2 Classes	\$4,000	\$2,500	\$9,500
3 Classes	\$4,500	\$2,500	\$10,000
All Classes	\$5,000	\$2,500	\$10,500

Pure logo trademark watch - below are the types of trademark watching service that we provide:

Classes / Jurisdictions	First Jurisdiction (HKD/Year)	Per Extra Jurisdiction (HKD/Year)	Global (HKD/Year)
1 Class	\$7,000	\$5,000	\$18,000
2 Classes	\$8,000	\$5,000	\$19,000
3 Classes	\$9,000	\$5,000	\$20,000
All Classes	\$10,000	\$5,000	\$21,000

Please feel free to contact us for more detailed quotation.

**Disclaimer: The information presented herein does not and is not intended to constitute legal advice. All information provided is for general informational purposes only.**