

Trademark Watch – Monitoring Marks Around the World

Overview on Trademark Watch

A company's branding is a crucial asset. As brands grow, so does the risk of imitation due to their popularity and social media influence.

Successful business goes beyond just registering and marketing a brand. Protection against entities that could damage its reputation is vital. Monitoring new trademark applications that could be confusingly similar is key to strengthening a brand.

Aligned with Accolade's mission to meet clients' IP needs, we offer Trademark Watch services.

Our tool covers watch results in **185** jurisdictions worldwide.


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.

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

How Much is the Cost for Trademark Watch?

The cost for Trademark Watch varies depending on the type of mark, the number of classes, and jurisdictions that will be monitored. Below is the matrix of **annual fees** for the Trademark Watch:

Wordmark in Pure Latin Characters “**ACCOLADE**” or
Pure logo “”

No. of Class \ No. of Jurisdiction	First Jurisdiction (US\$/YEAR)	Per Extra Jurisdiction (US\$/YEAR)	Global (US\$/YEAR)
1 Class	450	320	1,150
2 Classes	520	320	1,250
3 Classes	580	320	1,300
All Classes	650	320	1,350

Combined “Latin word & logo” “ **ACCOLADE**”

No. of Class \ No. of Jurisdiction	First Jurisdiction (US\$/YEAR)	Per Extra Jurisdiction (US\$/YEAR)	Global (US\$/YEAR)
1 Class	900	650	2,300
2 Classes	1,100	650	2,500
3 Classes	1,200	650	2,600
All Classes	1,300	650	2,700

Wordmark in Pure Chinese² “**卓遠**”

No. of Class \ No. of Jurisdiction	First Jurisdiction (US\$/YEAR)	Per Extra Jurisdiction (US\$/YEAR)
1 Class	450	320
2 Classes	520	320
3 Classes	580	320
All Classes	650	320

Combined “Chinese³ word & logo” “ **卓遠**”

No. of Class \ No. of Jurisdiction	First Jurisdiction (US\$/YEAR)	Per Extra Jurisdiction (US\$/YEAR)
1 Class	900	650
2 Classes	1,100	650
3 Classes	1,200	650
All Classes	1,300	650

^{2,3}: For marks containing Chinese words, Trademark Watch covers only mainland China, Hong Kong, Macau & Taiwan.

What are the Benefits of Trademark Watch?

Trademark Watch is crucial for maintaining and enforcing trademarks. Its main advantage is early detection of pending similar or identical marks, deterring others from registering them. This allows entrepreneurs to oppose such applications.

What Kind of Trademark is Covered?

Type of Mark	Composition of Mark	Jurisdiction
Wordmark ¹	Latin Characters	Worldwide
	Chinese characters	Mainland China, Hong Kong, Macau & Taiwan
	¹ Other characters, such as Korean, Japanese, Thai, etc. are not available for Watch	
Logo/Device mark	Logo/device mark or combined with Latin Characters	Worldwide

How Will You be Notified? What Will be included in the Trademark Watch Report?

A Trademark Watch Report will be provided to you on monthly basis, containing details of similar or identical marks, i.e., the owner, jurisdiction, classes, designated goods/services, application number, application date, and status.