CLIENT RESOURCE / TRADEMARKS

Protecting Your Brand: Getting Started

A practical checklist for your first trademark discussion. Gather the details below so we can help you consider your brand, the goods or services it identifies and your intended markets.

01 / Identify the brand you want to protect

Collect the exact name, logo or other sign you use or plan to use. Keep a clear copy of each version, including any relevant wording, spelling, colours and translations.

02 / Describe your goods and services

Write a plain-language list of what your business sells or provides, including planned additions. Your adviser can help identify the appropriate classification and scope for a proposed application.

03 / Arrange a search and assessment

Ask about searches for earlier marks and an assessment of distinctiveness and potential conflicts before committing to a launch or major branding expense. A search does not guarantee registration or eliminate every risk.

04 / Confirm the proposed owner

Identify the person or company intended to own the mark. Note partnerships, group companies, designers or other contributors, and collect relevant agreements for review where ownership needs clarification.

05 / Gather use and filing information

Keep dated examples of packaging, advertising, invoices or website use where available. List earlier applications, registrations, objections and important launch dates, together with your intended countries of protection.

06 / Plan ongoing brand management

Discuss filing steps, estimated fees, responses and renewal responsibilities with your adviser. Keep records of your registrations, licences and brand use, and seek advice if you identify a possible conflict.

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Scope: General introductory information, not an official filing manual or advice on a specific matter. Requirements, fees and deadlines must be checked for the relevant case before action.

Background reference: WIPO - Trademarks. Accessed 3 November 2026.