

BRAND MONITORING

The starting point for defending your new trademark registration and being prepared to deal with any infringement is to spot "unauthorised use". For this,

you need to monitor your brand after registration!

What does brand monitoring do?

Detects unauthorised use of your trademarks online and offline



Gives you early warning of potential infringements



Helps you protect your brand and reputation



I. Scan trademark and domain name registries

Trademark watch

Monitors trademark registers for identical or similar trademark applications

How?

Subscribe through trademark watch provider or your IP lawyer



Types of service: simple list of detected trademarks or "full service" review by IP lawyer + legal opinion on proper actions to take

Types of subscription: monthly or annual fee

When identical or similar trademark application detected

file an opposition at the IP Office where application was filed

Domain name watch

Monitors unauthorised domain name registrations that contain your trademark or a confusingly similar word

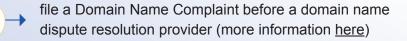
How?

Subscribe through domain name watch provider or your IP lawyer



Types of subscription: monthly or annual fee

When confusingly similar domain name detected









II. Monitor the markets for infringing activities

Online market watch

Monitors mentions, keywords, hashtags and uses of your trademarks on social media, marketplaces, and search engines

How?

Subscribe through brand watch providers, social media management tools or your IP lawyer or monitor social media manually and register your brand with marketplaces



Types of subscription: monthly or annual fee

When unauthorised use detected your strategy will depend on where that use was detected and actions can include cease-and-desist letters, social media platforms complaints, take-down notices, court proceedings, etc.

Offline market watch

Monitors unauthorised use of your trademarks in the physical world

How?

Challenging to monitor; some IP firms offer detective or inspection services, regularly scanning and visiting physical markets known for being a hotspot for the sale of counterfeits

When unauthorised use detected your strategy will depend on what type of use was detected and actions can include cease-and-desist letters, injunctions, court proceedings, etc.



The European IP Helpdesk provides free-of-charge first-line support on IP-related issues aiming to help current and potential beneficiaries of EU-funded projects, with policy assets.

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PDF ISBN 978-92-9469-666-3 doi:10.2826/59499 EA-02-23-337-EN-N

■ Publications Office of the European Union