



Trade Mark Watching Service

Patent and Trade Mark Attorneys

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What is a watching service?

It is a service that will alert you when a competitor applies to register a trade mark that is similar to your own.

Why should I use it?

The alerts provide you with an opportunity to object to that similar application and thereby prevent it being registered. In preventing your competitors from obtaining a trade mark registration, you also send them a very clear message that if they were to use their mark then they will infringe your rights.

It is important that you make competitors aware of your rights as early as possible and preferably before they invest significant time or money in their mark. If you only find out about your competitors' use of a similar mark at a later date then it is likely that they will resist more strongly your attempts to stop them using their mark. While you might ultimately prevail, your legal costs would likely be much higher than if you had taken action earlier

I've paid for my registration, surely the Trade Mark Office should stop competitors from registering a similar mark?

Unfortunately, this is not always the case. Some Trade Mark Offices do police the register in this way but others will only inform you about the new application. In either of these scenarios, you are dependent upon the skill of the Examiner in the Trade Mark Office to check the register properly. Unfortunately, our experience tells us that it is not safe to rely on any Trade Mark Office to do this for you.

Finally, there are some Trade Mark Offices that will neither police the register nor tell you about similar applications. In that case, your only possible way of knowing about an application is by using our watching service.

How does the watching service work?

A commercial provider notifies us of applications for marks that might be similar to your mark. The provider takes a very broad view of what might be considered similar and we therefore filter out the vast majority of notifications and only alert you to those that we think are of genuine potential concern.

You receive an e-mail from us with details of the new application together with the deadline for opposing it. You tell us if you are concerned about the new application so that we can discuss the action you might wish to take. Unless you contact us, we do not send any reminder.

What does it cost?

The service is an annual subscription. The cost depends upon the number of classes watched (we usually match the classes watched to those in your registration) and the number of countries that are watched. The costs (excluding VAT) for our most popular watching service options are shown in the table below.

As you can see, if you watched your mark in one class in the UK then the annual cost would be £50 plus VAT.

How do I subscribe to the watching service?

Just let us know and confirm the e-mail address to which the alerts should be sent.

	1, 2 or 3 classes	4 classes	5 classes	6 classes	7+ classes
UK	£50	£65	£80	£85	£100
EU	£135	£160	£185	£210	£235
Worldwide	£235	£275	£315	£360	£400