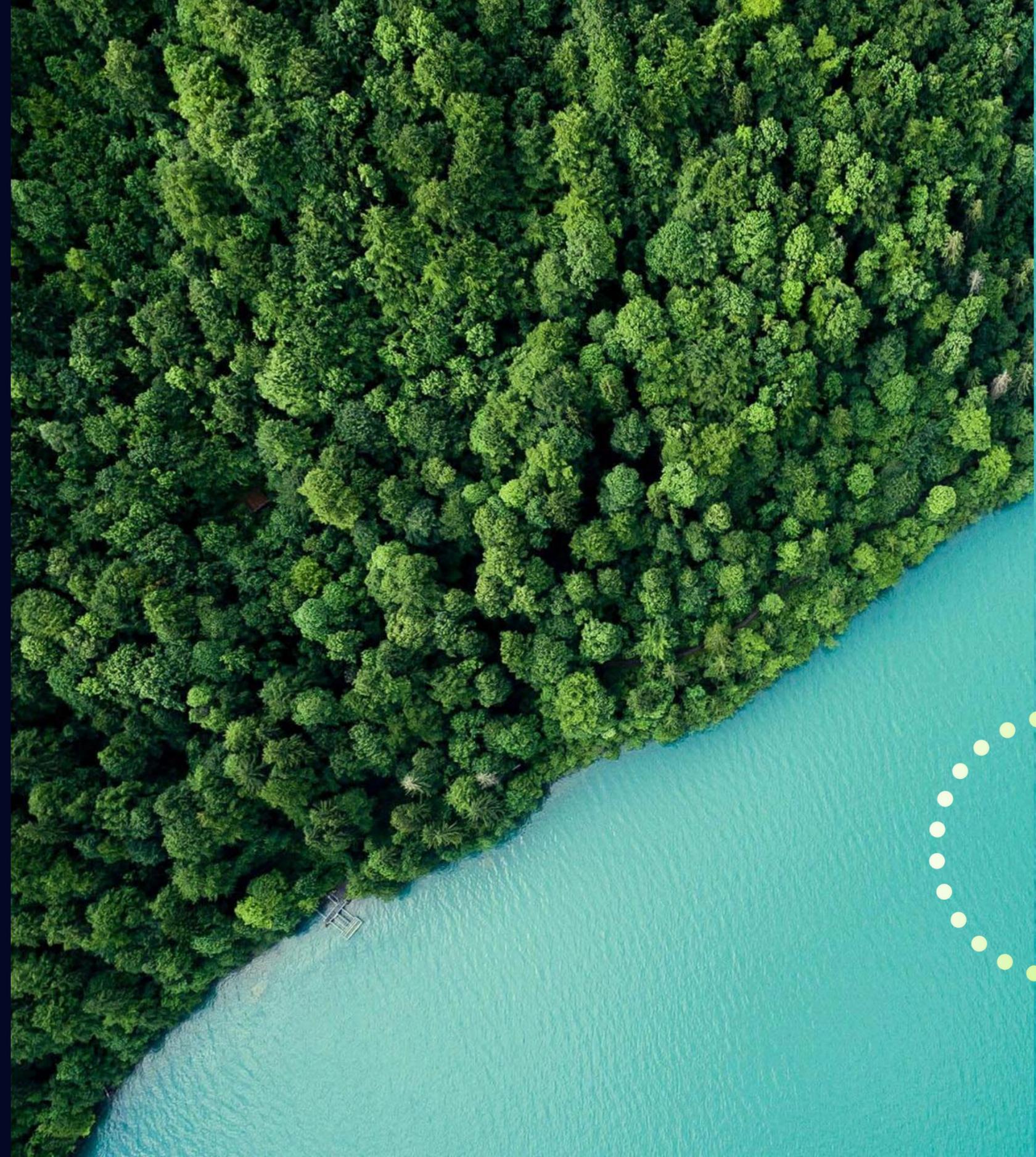




ARIA GRACE LAW CIC

**Trade mark Audit &
Registration Services**

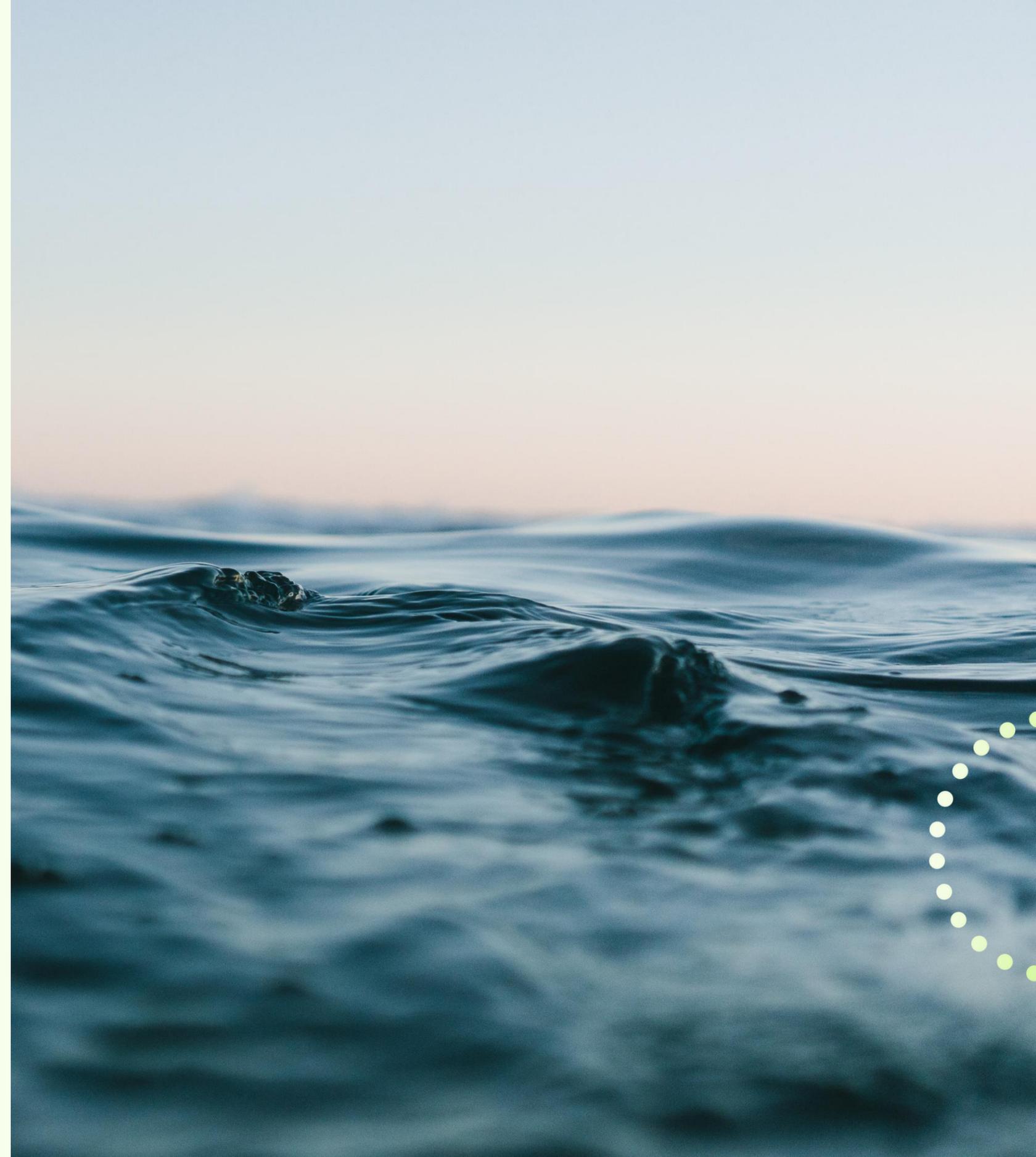


Protecting your space in the market

Wherever you are on your journey to building an extraordinary business, reviewing your trade mark portfolio marks is a really important step. Particularly if;

- You're a **start-up**, focusing on your business plans, supply chains and standard terms and conditions, aware that at some point you should consider registering your brand name when you come up for air.
- You're a **scale-up** that's just invested in a striking new logo to reflect your brand identity.
- You're a **well-established** business which has evolved slowly to encompass new products and new ways of working and your portfolio of trade marks no longer covers the breadth of your offering.
- You're having a **brand refresh** might and not be using it in quite the way that it appears on the trade mark register.

It is always easier (and as ever with things legal, that means less expensive) to defend a registered trade mark than an unregistered one.



How AGL CIC Can Help

Aria Grace partner, **Gemma Cullis** spent much of her career in-house working closely with the brand and marketing teams of FTSE 100 companies, giving her a depth of insight into the selection, development and “personality” of brands as well as the use of registered trade marks to protect them.



Unusually for a solicitor, she files and prosecutes trade mark applications as well as advising on intellectual property transactions, enabling Aria Grace Law CIC to offer a genuine one stop shop for trade marks. This includes:

- **Trade mark audit** - a review of your marketing materials and customer comms to identify the trade marks you are using, the goods and services for which you are using them and any existing registered trade marks you own.
- **Advisory report** - what can and should be registered and in which territories to give you the best protection for your brand. If you are operating internationally, she can work with you to plan the most cost effective route to registration, prioritising your core territories.
 - The report will also make recommendations for other forms of intellectual property, such as copyright in content and any inventions that could be patentable.



Cost & Contact

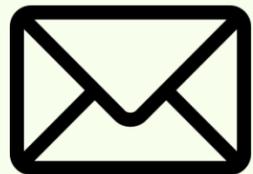
IP Audit
£1,000 (exc. VAT)

50% IP Audit rebate for filing two or more registered trade marks for the same goods or services.

+

Registration Fee

Case dependent. Preferential filing rates for filing more than one trade mark at the same time.

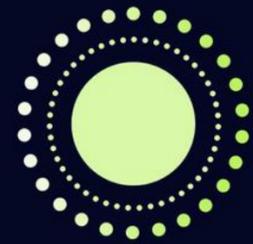


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