

# Does your charity need an IP Spring Clean?

**The sun is out\*, the birds are singing, and the world is starting to look a brighter place in all kinds of ways. What better time is there to carry out a thorough review of your trade mark and brand protection?**

If your IP protection is looking a bit dusty, if your trade mark portfolio could do with having the cobwebs swept away, or indeed if the watery spring sunlight is shining into egregious gaps through which key assets could fall, then Bates Wells' Branding and Trade Marks team's IP Spring Clean could be just what you need.

Our team of industry-leading, charity-specialist Chartered Trade Mark Attorneys would love to give everything a good once-over for you, including:

- A detailed UK (and international if required) **search** to establish what registered rights you already have – a recurring theme for some of our clients is that important trade mark rights get 'lost' over time.
- A comprehensive **comparison** of your existing protection against your current brand usages (including your website and any other resources you direct us to, within reason). This would look not just at whether all your brands were registered as trade marks, but whether that cover was optimal or even adequate.
- A **review** of any other potential vulnerabilities, such as whether your manner of use of your marks places them in danger of becoming generic.
- **Advice** on policing and enforcing your brand, including how to monitor for potential infringements, and what to say about your rights on web pages and other materials to dissuade would-be copyists from imitating your brands.

We'd be very happy to do all the above for you for the bargainous cost of **£950 plus VAT**. This would include three hours of a mid-level attorney's time; an hour of partner-level time; and all associated disbursements including cleaning materials and database fees.

**If you would like to find out more, get in touch with Mathew or Catharina:**



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\*at the time of writing.