



WORLDWIDE PROTECTION

A trademark is the flagship of the position, status and image of a company. Something that has been created so carefully, naturally deserves protection, anywhere in the world where the product or service has market opportunities.

WHERE TO PROTECT?

Trademark protection is available all over the world. It is true that the procedures for trademark registration differ from country to country, but one thing remains the same: by registering your trademark you will acquire a unique right to it. For a company operating abroad it is therefore advisable to determine beforehand in which territory the trademark needs to be protected. This ensures that a carefully built up expansion abroad will not fail or become very expensive due to the lack of trademark rights which have not been acquired everywhere.

CHOICE OF THREE REGISTRATION SYSTEMS

For most entrepreneurs in the Netherlands, the first step is to register their trademark in the Benelux territory. In order to acquire trademark protection in countries outside the Benelux, there are roughly three registration systems: the Community Trademark registration, the International registration and the national registration. Which system suits your companies' needs best, depends on your specific needs for protection.

EUROPEAN UNION APPLICATION (EU APPLICATION)

If you effect an EU registration, your trademark is registered in all 27 member states of the European Union. An EU registration has benefits and disadvantages. The main benefit is, that in order to maintain your right it is not necessary to use the trademark in each and every member state. Use in a 'considerable part' of the EU is enough, often even use in one country suffices. The main disadvantage lies in the fact that an insurmountable obstacle in one of the EU countries can cause the cancellation of the complete CTM application.

2] INTERNATIONAL APPLICATION (IR APPLICATION)

An International registration is based on a registration or application of the trademark in the 'country of origin' of the holder. For example, for a Dutch company a Benelux registration has to be effected, firstly. You may choose freely from the list of countries connected to this registration system. The list includes almost all countries of the European Union. In total more than 70 countries are members of the International registration system, including Switzerland and Norway.

3) NATIONAL APPLICATIONS ABROAD

A national registration is possible for all other countries which are of importance to you and which are not members of either registration systems mentioned above. This registration method is more expensive than an EU or IR registration. However, it is the best, and sometimes the only, way to protect your trademark in these countries.

SOUND ADVICE AND COMPLETE GUIDANCE

It may cost you a lot of worries to find the best way to register your trademark. Knijff Trademark Attorneys have many years of experience with each of the different registration procedures and systems and can tell you the best route to take for your commercial activities. Of course we will monitor your registration procedure closely, from beginning to end, all the time carefully weighing the pros and cons. We will also help you to face any complications, like a refusal of an application, oppositions by third parties and objections. Of course costs are involved in these trademark registrations but they are moderate compared to the investment you have made in your brand and the value the brand has for your enterprise. Engaging the expertise of Knijff Trademark Attorneys will help you to get the most out of your investment.