



TRADEMARK REGISTRATION ALONE IS NOT ENOUGH

'Everything of value is defenceless', the famous Dutch poet Lucebert wrote. In reality, things are not always that clear-cut, however a valued property can and should receive the protection it deserves. And there is no property more valuable than your trademark. After obtaining a trademark registration, you still have to monitor it to protect against possible infringements...that is where Trademark Watching becomes a vital tool.

IDENTIFY INFRINGEMENT YOURSELF

Every day thousands of new trademarks are being registered around the world. In some countries infringing trademarks can be refused by the official trademark offices, however in most countries, (like the Benelux), this is not the case. In these countries the trademark owner himself is responsible for monitoring his trademark against infringing trademarks. Trademark Watching makes this possible.

WE WATCH ALL NEW TRADEMARK APPLICATIONS

Trademark Watching compares all newly published trademark applications to your trademark. Once a possible infringing trademark is detected, it is important to file an objection as soon as possible, as the opposition period is usually quite short. Compared to an expensive and time-consuming lawsuit, an opposition procedure is a cost-effective way to counter the infringing party's trademark.

Furthermore, by filing an early objection, the infringer will most likely only be in the early stages of introducing a trademark on the market. He probably will have incurred minimal expenses, making it an easier decision to change his trademark rather than entering into an expensive legal battle. Of course it pays to keep in mind that if you do not file an objection in a timely manner, you might lose the right to do so at all.

INFRINGEMENT IDENTIFIED EARLY ON

Trademark Watching is not possible without the dedicated support of a specialist. Knijff Trademark Attorneys are experts in this field, who will watch your trademark vigorously. We make it our duty to inform you immediately when we find a new trademark application resembling your own. We also do the same for domain names, even if they have been registered with a different extension. However, as a trademark owner, you yourself should always be on the lookout for trademarks, packaging and trade names resembling yours as well. As soon as you become aware of an infringing mark, contact us! We will immediately take action to protect your trademark rights. Initially, we will start an opposition procedure with the national trademark authority, but should things come to court proceedings, then we will be ready to assist you on this level as well.