

Important Information and Recommendations regarding European Union Trade Mark Applications

Considering the basically existing risk of a collision of an application mark with the rights of others we recommend not to start using the mark without checking the official register and the market conditions beforehand. Checking the register may be realized by conducting a trade mark search, with the objective of detecting confusable earlier trade marks which are registered for the same or similar goods and services. We will be happy to conduct such a search for you. In addition, we recommend that you screen the market on your part in regard to confusingly similar trade marks, designs and company names as your trade mark will come to the attention of third parties once it is published.

Also, we highly recommend a trademark collision watch for the application mark. Owners of earlier trade marks should constantly monitor new applications of third parties, in particular competitors, and lodge an opposition if an application is filed for a confusingly similar trade mark. This legal remedy is necessary if you wish to protect your own earlier trade mark against dilution by younger new registrations.

If you are interested in such a watch, we will be happy to provide you with more details and prices.