PWF
Page White Farrer

Process to obtain a UK trade mark for brand owners

BRAND OWNER	TRADE MARK ATTORNEY	UK INTELLECTUAL PROPERTY OFFICE
Development of new brand identity		
Contact our trade mark team →	Initial consultation to determine your objectives	
←	Search (on request) in UK trade mark registers	
←	Discussion and advice as to details of the application (eg) goods	
Instruct attorney to proceed with registration →		
	File trade mark application with UK Intellectual Property Office (UKIPO) →	
	←	Carry out examination and send report to attorney (2 weeks)
←	Make recommendations to address issues raised by UKIPO	
Discuss with attorney and instruct to proceed →	File response at UKIPO →	
	←	Confirmation of acceptance
	←	Publication of application for any objections from third parties (usually 2 months)
IN THE EVENT OF NO OPPOSITION		
	←	Confirmation of no objections
←	Registered trade mark certificate sent	
Consider requesting a watching service for similar marks →		
←	Renewal reminders sent after 10 years	
IN THE EVENT OF ANY THIRD PARTY OPPOSITION		
	←	Details of opposition
←	Advise brand owner on options for: • defending this trade mark application; or • settlement	
Decide whether to proceed with opposition or withdraw →		
	Defence of application	