PWF Page White Farrer

Process to obtain an EU trade mark for brand owners

BRAND OWNER	TRADE MARK ATTORNEY	EU INTELLECTUAL PROPERTY OFFICE
Development of new brand identity		
Contact our trade mark team	Initial consultation to determine your objectives	
	Search (on request) EU 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 EU Intellectual Property Office (EUIPO)	
		Basic EU Register search carried out
		Carry out examination for distinctiveness
		Check list of goods
	Make recommendations to address issues raised by EUIPO	
Discuss with attorney and instruct to proceed	File response at EUIPO	
		Publication of application for any objections from third parties (3 months)
IN THE EVENT OF NO OPPOSITION		
		Confirmation of registration
	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	