

Intellectual Property Masterclass



James Cornish

Partner

European Trade Mark

European Trade Mark Attorney
Chartered Trade Mark Attorney



Taryn Byrne Partner

European Trade Mark Attorney
Chartered Trade Mark Attorney

Intellectual Property Masterclass

Overview

- Spending time pursuing a brand which cannot be the subject of trade mark protection can waste resources
- This presentation outlines 9 common errors to avoid

Common errors

Error #1	Examples
Proposing a brand name which is generic or	Trade mark applications were refused for:
devoid of any distinctive character.	 1 Stop Travel Insurance Cleverest e-insurance Future Insurance Interest Internet of Insurance Re-insurance Advisory Board The Internet Insurance Superstore

Common errors - with names

Examples
Trade mark applications were refused for:
This is Insurance
Automatic Insurance
Buyinsurance.com.

Common errors - - with names

Error #3	Examples
Proposing a sign which is descriptive and	Trade mark applications were refused for:
exclusively consists of indications that describe the characteristics of the insurance industry The purpose of this is to prevent insurers monopolising terms which should be freely available for use by all.	 BoatsInsurance.com Deposit Insurance General Reinsurance Insurance Company of North America Insurance Transformed Smarter Insurance

Common errors - with names

Error #4	Examples
Proposing a brand name which	Trade mark application was refused for:
includes words which may have	
some distinctive meaning, but also	 Craftsmen of Insurance
have a descriptive meaning	

Common errors – with names

Error #5	Examples
Proposing a brand name which	Trade mark application was refused for:
has become distinctive through	
extensive use for your business	Brit Insurance
but not in the whole jurisdiction in which you seek rights e.g. not European Union wide	

Common errors – with slogans

Error #6	Examples
Proposing a slogan which	Trade mark applications were refused for:
is descriptive, promotional or	
laudatory	 Your Best Insurance Is An
	Insurance Broker
	We Know Insurance

Common errors – with logos

Error #7	Examples
Proposing a stylisation or weak logo which	Trade mark applications were refused for:
does not make a descriptive brand into a distinctive brand	eXtended Insurance
	leisure & lifestyle

Common errors – with categories

tions were
2
è

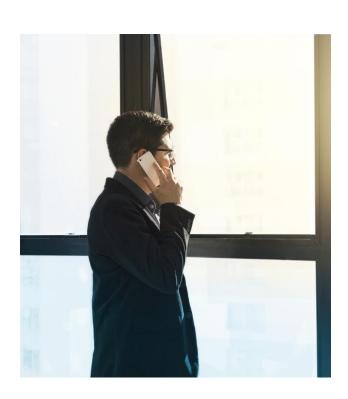
Intellectual Property Expertise in the Insurance Sector

Page White and Farrer supports companies in the insurance services sector. Much of our work revolves around the protection of insurance brands, with the larger businesses having extensive brand portfolios built up over many years of development, mergers and acquisitions.

We build close relationships with our clients, and our customized working approach means that we are always available for guidance, advice and support regarding your intellectual property.

We excel at identifying creative solutions for any intellectual property issues. Our clients say that we are 'responsive, approachable, commercially orientated and great to work with'.

How to avoid these common errors when developing a new brand in the insurance sector



Pick up the phone and call us for an informal consultation on:

44 (0) 207 831 7929

James Cornish Taryn Byrne

or email trademarks@pagewhite.com

T: @PageWhite_IP