



**How to be more successful
in securing a trade mark
registration in**

THE INSURANCE SECTOR



page white and farrer
european IP

Intellectual Property Masterclass



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- **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
<p>Proposing a brand name which is generic or ...</p> <p>... devoid of any distinctive character.</p>	<p>Trade mark applications were refused for:</p> <ul style="list-style-type: none">• 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

Error #2	Examples
Proposing a brand name which includes words which are commonplace	Trade mark applications were refused for: This is Insurance Automatic Insurance Buyinsurance.com.

Common errors - – with names

Error #3	Examples
<p>Proposing a sign which is descriptive and ...</p> <p>... exclusively consists of indications that describe the characteristics of the insurance industry</p> <p>The purpose of this is to prevent insurers monopolising terms which should be freely available for use by all.</p>	<p>Trade mark applications were refused for:</p> <ul style="list-style-type: none">• 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 includes words which may have some distinctive meaning, but also have a descriptive meaning	Trade mark application was refused for: <ul style="list-style-type: none">• Craftsmen of Insurance


Common errors – with names

Error #5	Examples
<p>Proposing a brand name which ...</p> <p>....has become distinctive through extensive use for your business</p> <p>... but not in the whole jurisdiction in which you seek rights e.g. not European Union wide</p>	<p>Trade mark application was refused for:</p> <ul style="list-style-type: none">• Brit Insurance

Common errors – with slogans

Error #6	Examples
Proposing a slogan which is descriptive, promotional or laudatory	Trade mark applications were refused for: <ul style="list-style-type: none">• <i>Your Best Insurance Is An Insurance Broker</i>• <i>We Know Insurance</i>

Common errors – with logos

Error #7	Examples
<p>Proposing a stylisation or weak logo which ...</p> <p>does not make a descriptive brand into a distinctive brand</p>	<p>Trade mark applications were refused for:</p> <ul style="list-style-type: none">• eXtended Insurance 

Common errors – with categories

Error #8	Examples
<p>Applying for registration for services without care, including ...</p> <p>... for lists of services that stress the descriptiveness of the brand, by failing to exclude categories of services where the sign is descriptive</p>	<p>Trade mark applications were refused for:</p> <ul style="list-style-type: none">• Direct Line• Equity Insurance

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:

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