

Trademarks



Proper trademark protection increases your possibilities of preventing unauthorized utilization of your marketing efforts and contributes thereby to safeguarding your investments as well as to increasing opportunities to distinguish your business and products.

Trademark applications

In consultation with you, we prepare trademark applications and act as your representative in relation to trademark authorities and in co-operation with foreign attorneys.

Registration strategies

In Sweden, as well as in other countries, there are various ways to obtain trademark protection through registration. Setting out from an analysis of your business and potential future markets, we provide guidance as to the strategically most suitable way for you to obtain registration protection.

Trademark Searches

Your marketing department has come up with a number of new product names – but what if these names are not available? We are happy to assist you in investigating the availability of these names in Sweden and/or in other geographical markets of interest.

Maintenance

Contrary to most other intellectual property rights, a trademark right can last for ever. This however provided that the trademark is continuously and correctly used in accordance with the respective country's laws and regulations in this respect. We provide guidance as to how you should use the

trademark(s) in a proper manner in order to avoid the possibility that your trademark registration(s) could be vulnerable to cancellation. Furthermore, we are able to assist you with the renewal of your registrations in Sweden and elsewhere.

Trademark Watching

For you as a trademark holder, watching entails the opportunity at an early stage to prevent a third party from obtaining registration of a trademark or brand name which is identical with, or similar to, your own trademark or brand name. Since the trademark authorities in numerous countries no longer ex officio make citations to prior identical and/or similar trademarks or brand names as bars at the time of application, to a considerable extent it is up to the trademark or brand name owner to continuously monitor his own trademark rights. We are naturally able to assist you in this respect – in Sweden and in all other geographical markets of interest.

Infringements and cancellation actions

In the event that you become involved in a dispute concerning your trademarks or other IP rights, we would be pleased to provide you with legal advice and – if it should prove to be necessary – naturally also to represent you before the Court(s).

INTELLECTUAL PROPERTY LAW FIRM

BRANN AB BRANN@BRANN.SE WWW.BRANN.SE
STOCKHOLM +46 (0)8-429 10 00 GÄVLE +46 (0)26-18 63 20
LUND +46 (0)46-271 77 00 UPPSALA +46 (0)18-56 89 00
SWEDEN

