

the style  
and skill of  
intellectual  
property  
protection



## Welcome to Grant Spencer Trade Mark Attorneys

Grant Spencer protects and enforces the intellectual property rights of businesses and individuals...in the UK, across the Community, and worldwide.

We are specialists in trade marks and designs. As such, we are a leader and innovator in the field. Our services cover a range of related areas, including registration, protection and maintenance.

We also provide a full Portfolio Management service, whether for individual or multiple marks. We advise on all infringement and misuse issues, including those involving the Internet and domains.

Our litigation services include professional representation at the Intellectual Property Office, the Office for Harmonisation in the Internal Market, and in the Courts.

## Trade Marks

At Grant Spencer, we provide a full trade mark service, both within the UK and worldwide, using national, Community and international registration systems.

Our advice is always focused and commercial and we have extensive expertise in securing clearance for new brands. Our services will guide you through the entire branding process, from advising at the creative and development stages, to registration, maintenance and defence.

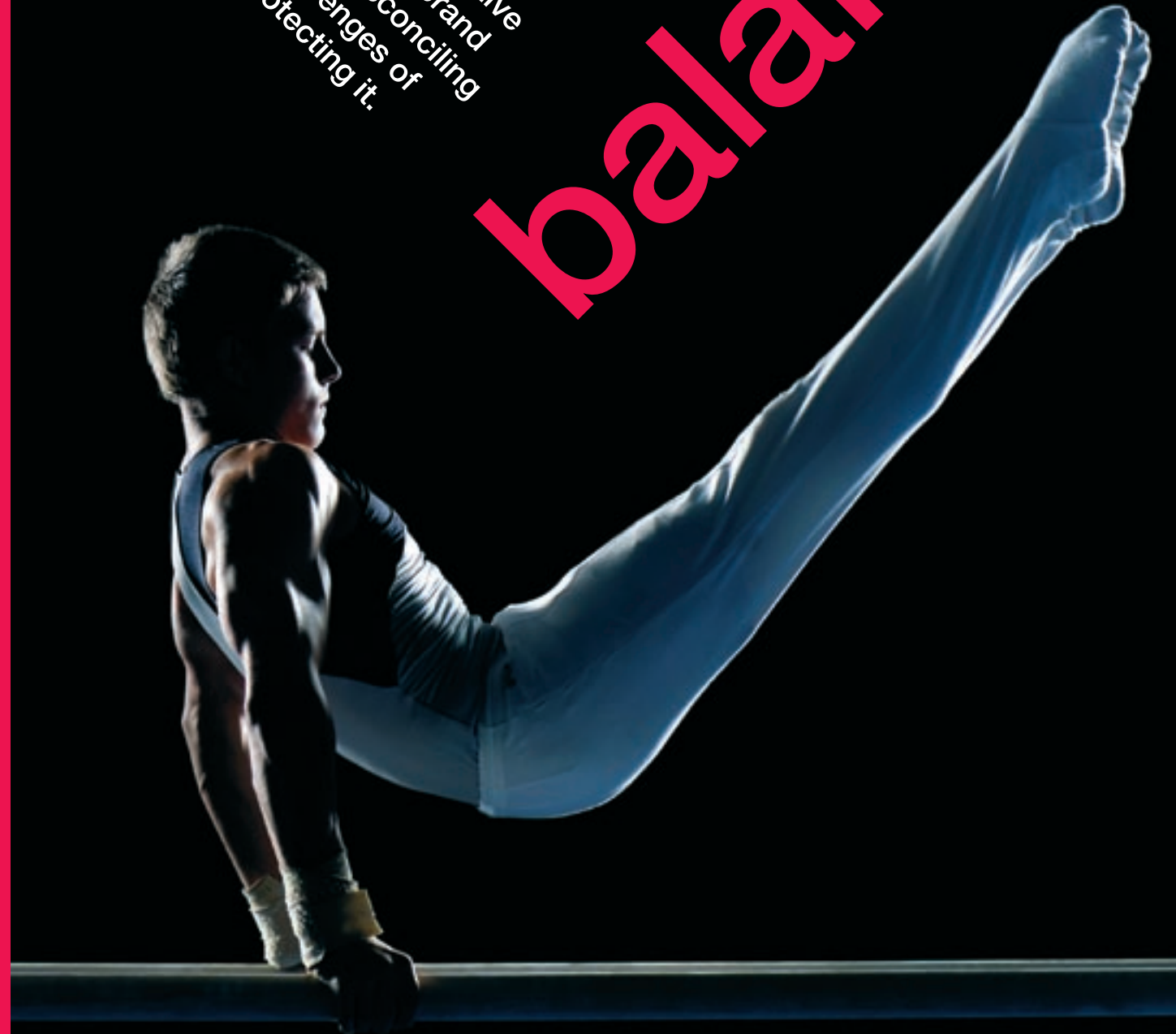
We engage all available strategies to clear brands for use. This includes neutralising or eliminating earlier rights where necessary and balancing resources against objectives. Commercial investigations and negotiating with third parties is everyday work for us.

Once rights have been established we manage them and ensure their integrity, always remaining abreast of possible changes in your business or in law and practice that might affect them and advising you accordingly.

We also specialise in conflict resolution, employing all available tools to safeguard rights in our care from those who seek to take advantage of them. We are particularly skilled in achieving settlement without the expense of litigation, always seeking the best path to a positive outcome while also acknowledging that litigation is sometimes unavoidable.

Successful trade mark development is a balance of striving for the most creative and distinctive name, brand or logo, while also reconciling the practical challenges of successfully protecting it.

# Balance



## Designs

Grant Spencer's design advice will help you determine whether rights might exist for a particular product and whether these would be enforceable in the UK, across the Community, or worldwide.

Registration protects the appearance of the product or part of it, but what is registrable will depend on what is new and what is not. We can guide you through the process of determining what can be protected and then take steps to safeguard your rights.

This includes guidance on the benefits and rights attached to registration and on possible remedial action in the event of third-party infringement. We can also advise on and arrange assignments and licences.

Our services extend to advice on Registered Designs and Design Right in the UK and the Community, and equivalent rights around the world.



**precision**

The successful protection of a design requires a precise understanding of how the subtleties of style, composition and refinement can be optimised within the mechanics of the registration process.

## Portfolio Management

At Grant Spencer, we offer a full Portfolio Management service for trade marks, designs and domain names.

Portfolio Management is the most flexible of the services we offer. Our extensive experience in this area enables us to provide both full protection and comprehensive management of individual or multiple marks on a national or global scale.

You can decide how much or how little of the package you take up. Services are tailored to your individual needs, according to budget and the size and complexity of the portfolio. We can also provide simple management of records if this is all you require.

Should you wish to outsource your trade mark management, we can set up and operate a dedicated team of professionals and paralegals to function as an in-house department, maintaining the portfolio and exercising decision making to the extent you determine.

In essence, we take over the burden of trade mark management and records processing, supporting your core staff and administering the fluctuations of work associated with large portfolios, all in a highly cost-effective manner.

Ensuring your commercial interests are not compromised requires expert and meticulous control of your intellectual property assets, safe-guarding you at all times and in all circumstances.

# Performance



## Other Services

At Grant Spencer, we offer a range of ancillary support services. These can be directly related to our trade mark and design services, or they can be commissioned on a standalone basis.

### Copyright

We provide advice on copyright issues relating to brands and packaging, including misuse by others.

### Assignments and Licences

We can advise and act for you when acquiring or disposing of intellectual property rights anywhere in the world. We can also provide licensing advice, both preparing and recording licences, and giving guidance on the best means of protecting licensed property rights.

### Domain Name Registration and Recovery

Our domain name services cover the registration and maintenance of such names and advice about their use. This includes misuse of trade marks on the Internet and attempts by third parties to adopt your marks and register them as domains. We can also take remedial action in the event of domain names being hijacked by cyber squatters.

### Internet

We provide general advice and support services relating to trade mark use and misuse on the Internet. This includes guidance in the event of others using your trade mark or infringing your rights, whether in a domain name, website, or when used in an inappropriate manner. We also advise on action that may be taken where domain name dispute resolution procedures are not available.

### Company Names

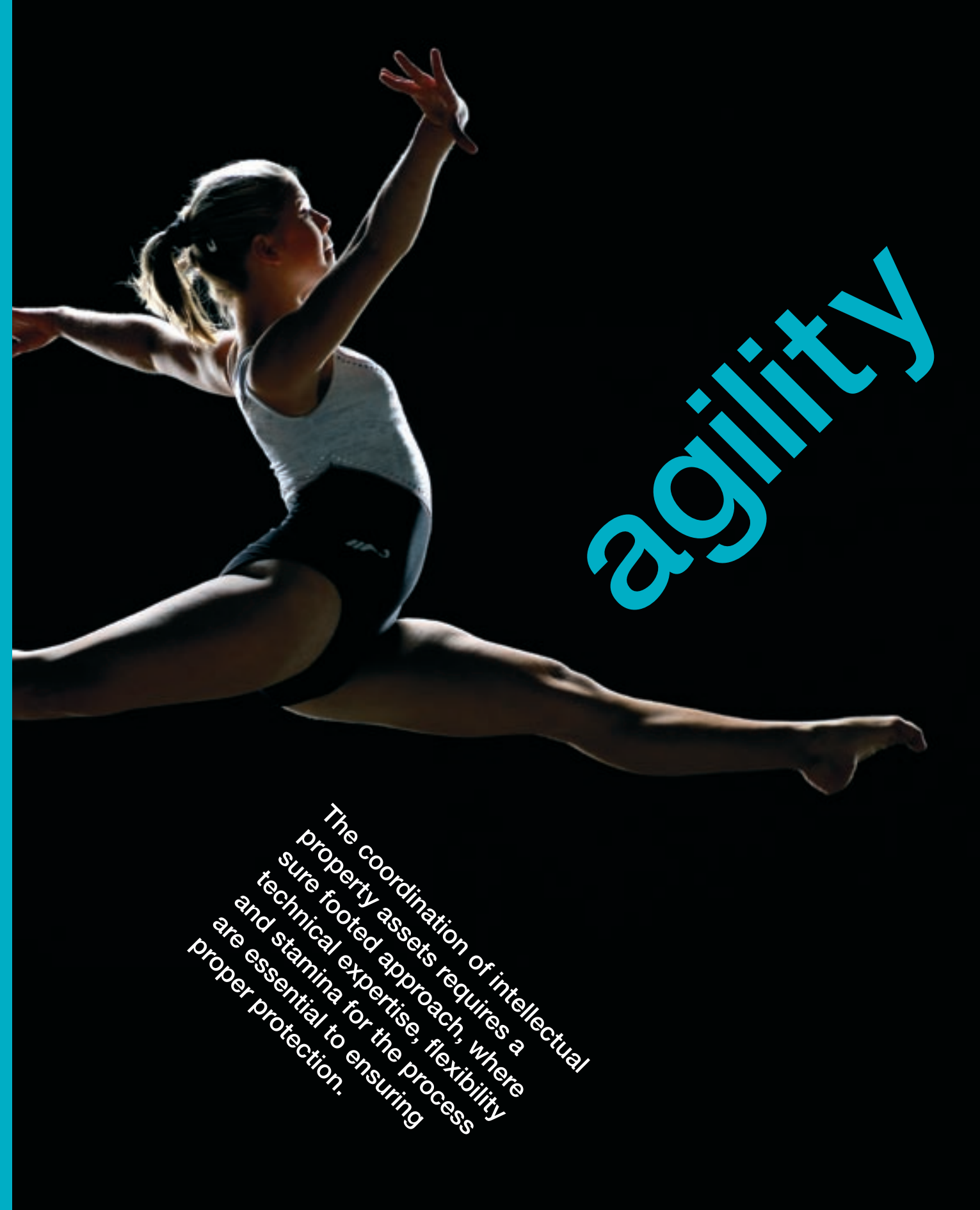
Company names are often also brand names or house marks and we can advise on all related issues, including those arising from use. This can cover registration, advice on clearing a company name or house mark, as well as subsequent watches to alert you to the incorporation of companies with similar names. We handle objections on your behalf, including procedures before the Company Names Tribunal.

### Watching Services

Our watching services operate in relation to trade marks, company names and domain names and can be provided nationally, regionally or on a worldwide basis. We alert you when third parties file similar names which may conflict with your trade marks or company names and advise on the steps you may take to protect your property.

### Investigations

Working with a network of tried and tested agencies, we conduct investigations across a wide range of trade mark and related commercial issues, anywhere in the world. We provide detailed information on the activities of other traders, including establishing the extent of use of individual brands, thereby enabling informed decision making.



The coordination of intellectual property assets requires a sure footed approach, where technical expertise, flexibility and stamina for the process are essential to ensuring proper protection.

# About us

Grant Spencer LLP has been specialising in trade mark and design protection and enforcement since 1974.

## Our approach

We operate on the premise that each client's needs are individual, requiring an individual approach. But we also employ general procedures for routine matters, which enables us to streamline services and pass on cost efficiencies.

Our teams are partner-led, supported by advanced-level trainee trade mark attorneys and first-rate administrative staff and systems. This means you always have access to highly-experienced professionals who are personally involved with every aspect of your portfolio.

Our philosophy is to be proactive and to anticipate your specific requirements. We do so by establishing a close working relationship with you, in effect becoming part of your in-house team. As such, we become fully conversant with your business and your ongoing intellectual property needs and objectives.

This approach enables us to provide a realistic assessment of the theoretical position of any proposed or existing mark or design issue. We give you practical and commercial advice as to what is likely to happen in practice; we then facilitate the most advantageous course of action in relation to your budget.

## Our clients

Our clients come from a wide range of business sectors, both in United Kingdom and across the globe.

For clients in the United States, we work in sectors such as restaurants, publishing, telecommunications, and cosmetics.

In the United Kingdom and across the world we are actively involved in sectors such as the automotive industry, foodstuffs, clothing, toiletries, pharmaceuticals, finance and retail services.

We also work on behalf of many domestic and international law firms, who instruct us to file and prosecute trade mark and design applications for their clients.

We are one of the leading practices in the field and our clients range from private individuals to major multinationals with immediately recognisable names, brands and marks.

## Our people

Since its founding, Grant Spencer has specialised in trade marks and designs. This focus, together with the calibre of our people and the quality of our services, has been the foundation of our success.

The partners and senior staff are Trade Mark Attorneys and Registered Trade Mark Agents. We are registered individually and collectively as professional representatives, authorised to practise before the Community Trade Mark Office. We also offer trade mark and design litigation services.

Our recruitment policy is to hire people who combine qualifications and experience with the aspiration and potential to grow with the practice. We actively encourage and support the personal growth of our employees by sponsoring Continuing Professional Development and guiding and mentoring them through the qualification process.

This commitment to the quality and welfare of our employees ensures a positive and motivated workforce and enables us to provide continuity across all of our services and client relationships.

## Our portfolio

We currently have thousands of trade marks in our care and address all issues associated with the life cycle of a brand.

We are active in all contentious matters, such as invalidations, revocations, oppositions, cancellations, objections to use of trade marks or company names, and other dispute resolution issues and appeals.

Our general advisory work also extends to searches, assignments, licences, chain of title changes, and renewals.

## Contact us

To find out more about our practice and specialist trade mark, design and portfolio management services, just call or email us.

### Grant Spencer LLP

11-21 Paul Street  
London EC2A 4JZ

T +44 (0)20 7382 1200

F +44 (0)20 7374 9044

E [mail@grantspencer.com](mailto:mail@grantspencer.com)

