

## Trade Mark Portfolio Review

When reviewing your existing trade mark protection, the following questions can help reveal gaps that may need filling or other action to be taken.

This checklist has been created to assist you with self-assessing your brand portfolio and we recommend that you seek the input of a qualified trade mark attorney in related matters.

	Response	Action(s)required
+ What are your core brands?		
+ Have you recently adopted any new product names, logos or other brands?		
+ Do you have registrations of all of those marks in your home territory?		

	Response	Action(s)required
+ Have you recently expanded your range of goods or services?		
+ Do you offer ancillary services in connection with your core activities (eg advisory services, consultancy, training, installation, maintenance, repair, etc)		
+ Do the registrations in your home territory cover all the activities of interest to you?		
+ What are your key geographical markets?		
+ Do you have registrations of the core marks of interest to you in all the key markets?		

Response

Action(s)required

+ Do those registrations cover all the activities of current interest to you?

+ Are there any marks/territories/Classes which are definitely no longer of interest?

+ Where you are looking at new marks/markets/activities, have you considered having appropriate trade mark searches conducted to assess your freedom to use?

Our team of UK, EU and Benelux trade mark attorneys are on hand to discuss your brand portfolio and brand protection matters in more detail, and initial consultations are complimentary.

Please do get in touch [bd@abelimray.com](mailto:bd@abelimray.com)