



# Trade marks

Taylor Wessing LLP's trade mark group is one of the strongest in Europe and advises some of the world's most successful brand owners on the management and protection of their global trade mark portfolios

The size and strength of Taylor Wessing's European trade mark group and the variety of the brands represented across all business sectors means we have outstanding experience in all aspects of trade mark law. This includes expertise in cost effective world wide trade mark filing, including European Community Trade Marks (CTMs), national filings and the Madrid Protocol. We also undertake licensing, merchandising and all other transactional work relating to trade marks. We have an excellent track record for successfully resolving brand disputes, from trade mark oppositions in national trade mark registries to some of the most significant and complex European Court of Justice disputes for global brand owners.

The UK trade mark practice has been consistently ranked top in the Legal 500.

- Maintaining trade mark portfolios including renewals and administration
- Advising on international trade mark filing strategies
- Use of email, the internet and "client access" computerised trade mark database, ensures client matters are dealt with speedily and efficiently
- Personnel conducting filing work are all qualified lawyers

An important feature of our UK trade mark practice which we believe sets it apart from others is the membership of Professor Ruth Annand. Ruth sits as an Appointed Person under the UK Trade Marks Act and adjudicates on trade mark appeals from the UK Registry. Ruth provides an invaluable resource on UK and international trade mark matters.

## Our services

### Trade mark filing, portfolio management and administration

- Filing UK trade marks, CTMs and international trade marks including filing under the Madrid Protocol

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## An overview of Taylor Wessing Our services

Based principally in the UK, France and Germany, with offices in Brussels and Dubai, and representative offices in Alicante and Shanghai - Taylor Wessing provides the full range of legal services to major corporations, financial and public institutions, growing enterprises and wealthy private clients.

Taylor Wessing has an enviable track record in serving knowledge-based and technology-orientated businesses. A market leader in intellectual property and venture capital, the firm also has a strong market presence in corporate finance, private equity, real estate finance, inward investment and technology, media and telecoms.

Further information is available on our website: [www.taylorwessing.com](http://www.taylorwessing.com).

- **Corporate** - M&A, IPOs, private equity, tax, commercial law, inward investment, funds
- **Intellectual property** - Patents, copyright, trade marks
- **Finance & projects** - Banking, structured finance, major projects
- **Dispute resolution** - Litigation, arbitration, mediation
- **Reconstruction & corporate recovery** - Restructuring, work-outs, formal insolvency
- **Real estate** - Investment, development, finance, planning & environment
- **Employment & pensions** - Employee benefits, human resources, pensions, pensions litigation
- **Competition** - EU law and anti-trust
- **Regulatory** - Public law, financial services
- **Private client** - International asset protection, tax and succession planning

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