

Watch services are an essential part of the toolkit for a brand owner looking to actively manage and protect their Intellectual Property rights and brands. Subscribing to our watch services will give you the peace of mind of knowing that your Attorney will monitor your IP rights and brands. Our watch services combine targeted monitoring and analysis by an IP Professional. We will only report matters that require your attention.

Trade Mark owners and brand managers can subscribe to three types of watch services:

Trade Mark Watch Services: to receive alerts of trade mark applications filed after your application, in respect of your goods and services in the territories of interest to you. **Our report will contain our analysis and provide you with the list of key matters requiring your attention.**

	Trade Mark applications in UK	Trade Mark applications in Europe	Trade Mark applications worldwide
Trade Mark Watch Service:	✓	✓	Can be included for an additional fee

Social Media Watch Services: to receive alerts when your brand or product names are used on major social media platforms. Our report will alert you to the use of your brand on the internet and any relevant mention in online publications such as newspapers, magazines or trade press. The service can be tailored to your exact requirements and also extend to physical or offline publications. **Our report will contain our analysis and provide you with the list of key matters requiring your attention.**

	Social media usernames	Posts or pages on Facebook including hashtag	Posts on Twitter including hashtag	Posts on Instagram including hashtag	Posts on other social media platforms	Online Publications	Offline/Physical Publications (Press and Trade Journals)
Social Media Watch Service:	✓	✓	✓	Can be included for an additional fee	Can be included for an additional fee	✓	✓

Marketplace Watch Services: to receive alerts when your brand name or product name is used on major marketplace platforms. Our report will alert you when your products or similar named products are being sold, allowing you to check the legitimacy of the seller. **Our report will contain our analysis and provide you with the list of key matters requiring your attention.**

	Alibaba	Amazon	Ebay	Other platforms
Online Marketplace Watch Service	✓	✓	✓	Can be included for an additional fee

Each subscription service can be fully tailored to meet your individual needs.

For further information, please contact:



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