



Birmingham Office
T: 44(0)870 763 2000
London Office
T: 44(0)870 763 2001

E: lawyers@martineau-uk.com
www.martineau-uk.com

EUROPEAN COMMUNITY TRADE MARK REGISTRATION

WHY APPLY?

Registering a Community Trade Mark is an easier and more cost effective way to get trade mark protection in all countries of the European Union through a single application. Registration for your goods or services provides an exclusive right to prevent third parties from using your trade mark in relation to identical goods or services. It also provides a right to prevent others from using a similar or identical sign in relation to identical or similar goods or services where there is a likelihood of confusion between the sign used and the trade mark.

A Community Trade Mark registration confers these exclusive rights across the European Union and may remain in force indefinitely subject to renewal every 10 years.

WHAT COUNTRIES ARE COVERED?

A Community Trade Mark registration covers Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, and United Kingdom.

THINGS TO CONSIDER:

When thinking about protecting your trade mark there are a few key points to consider:

1. The trade mark must be distinctive and cannot be descriptive of your goods or services.
2. The trade mark must not be a customary term in your trade or industry.
3. Before you use the trade mark we recommend that you conduct clearance searches to check that no one else has earlier rights (including other registrations) in the areas of interest.

HOW MUCH DOES IT COST?

The cost of registration depends on the number of goods and services that your application covers and can be spread over the course of the application, which normally takes up to 20 months.

If you are interested in registering your trade mark please call us for a free initial discussion:

Helen Driscoll
Partner & Head of IP
T: 0870 763 1635
E: helen.driscoll@martineau-uk.com

Des Burley
Partner
T: 0870 763 1107
E: des.burley@martineau-uk.com

Zoë Robertson
Senior Associate
T: 0870 763 1640
E: zoe.robertson@martineau-uk.com

Joanne Flack
Solicitor
T: 0870 763 1613
E: joanne.flack@martineau-uk.com

Cynthia Eze
Solicitor
T: 0870 763 1642
E: cynthia.eze@martineau-uk.com