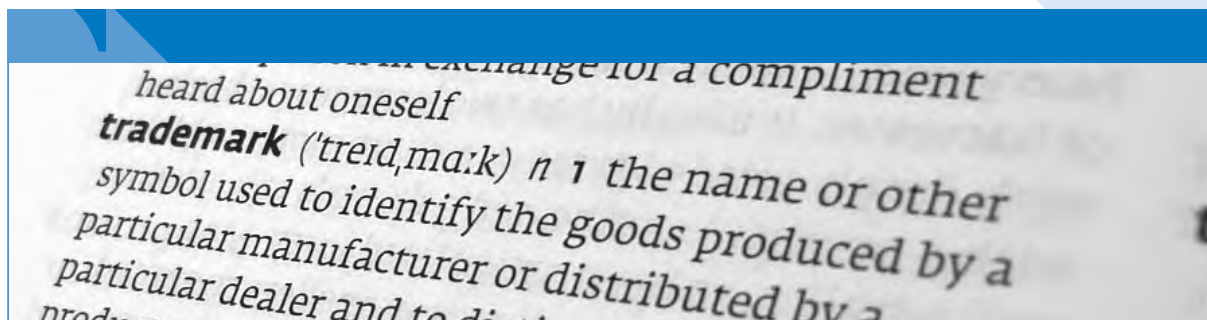


# Protecting Your Trade Marks

SANDERSON & Co.  
PATENT & TRADEMARK ATTORNEYS  
ESTABLISHED 1956



A trade mark is any sign, word or symbol, capable of being represented graphically that distinguishes the goods or services of one trader from those of another.

Sanderson & Co understands the importance of trade marks in protecting the goodwill established by your investment of time and money in your brand and business reputation.

Registration of a trade mark gives the proprietor the exclusive right to use the trade mark in relation to the goods and services for which it is registered and the right to take legal action against competitors who might, inadvertently or otherwise, infringe his registered trade mark rights by using the same or similar trade mark on goods or services identical or similar to those covered by the registration.

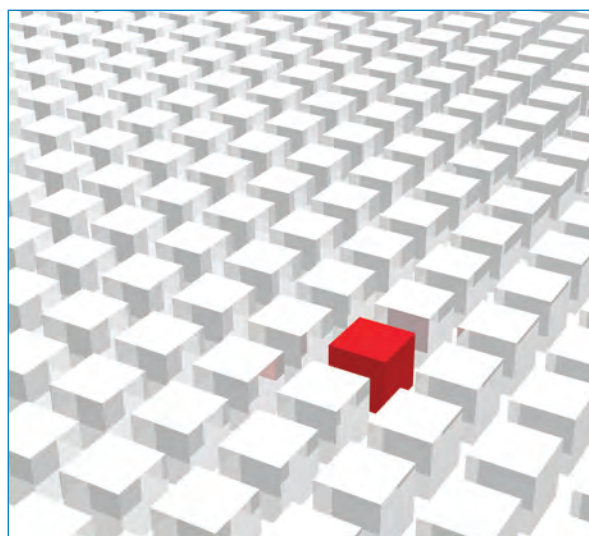
We can represent your interests to ensure your trade marks are protected and take action if your rights are infringed. We have the capability to undertake such representation worldwide.

Well known trade marks that are recognised and trusted by consumers can be a very important part of a company's asset-base and goodwill. Sanderson & Co offers full, worldwide trade mark searching and registration services at a competitive rate.

If you're looking to register or use a trade mark in a country for the first time it's always advisable to check that country's trade mark register first. There may be a cost involved in doing this but it could save you much time and unnecessary expense in the event of a conflict with existing third party rights.

We are able to act on your behalf in relation to trade mark applications anywhere in the world. The nature of the application required will depend on the countries that are of interest to you. It is possible to register within one particular country, or a group of states such as the European Community or, those that are members of the Madrid Protocol. Each of these options carries certain distinct advantages depending on your requirements.

If you would like further information please contact us at [sandco@sandersons.co.uk](mailto:sandco@sandersons.co.uk) or by telephoning 01206 571187.



Other Services include: Patents • Copyright • Design Registration • Domain Names • Searches