

# Trade Mark Management





## Introduction

Lewis Silkin has acknowledged IP expertise across many fields including brand protection and management; advertising, technology, media and entertainment, sports, data and litigation. With over 50 IP lawyers, trade mark attorneys and specialist support staff we work with a wide range of both national and international clients. Our trade mark team is one of the UK's best, managing global IP portfolios for many household names.

---

## Our services

Unlike many law firms where trade mark searches and applications are invariably subcontracted to trade mark attorneys, this firm has remained a one stop shop for trade mark, design and domain name registration, disputes, transactional advice and portfolio management. We believe it essential that our lawyers should be familiar with every facet of law and practice relating to trade marks and they are involved at each stage of the brand lifecycle from the checking on availability of names and securing trade mark registrations, to pursuing infringers and the provision of transactional advice on the disposal of a brand.

The group acts for all brand owner businesses brands, names and designs that require protection in a wide range of sectors including marketing, retail, fashion, media, entertainment, sports, finances services, technology and leisure. We represent many clients on a worldwide basis.

Many overseas law firms entrust us with their clients' trade mark work in the UK and across Europe.

Whilst we advise on all aspects of intellectual property, from a purely trade marks perspective the following services are commonly provided to both UK and overseas clients:

- Conduct and advise on trade mark and common law searches
- Advising on filing strategy
- File and prosecute UK, European Union and Madrid Protocol trade mark applications
- IP portfolio management
- IP licensing and assignments
- Competition issues and parallel imports
- Transactional advice, including due diligence
- Trade mark proceedings (such as oppositions, cancellation actions and appeals) before the European Union and United Kingdom Intellectual Property Offices
- IP actions before the UK Courts and the Court of Justice of the European Union
- Anti-counterfeiting and trading standards/ customs liaison
- IP dispute settlement negotiation and mediation services

- Domain name management
- Domain name disputes
- Social media takedowns

---

## International reach

Where trade mark services are required outside of the UK we liaise with our network of trusted International contacts. We select the firm we believe best matches a client's needs in terms of legal skills, industry experience and cost. We also commonly project manage overseas trade mark proceedings and litigation for our clients.

---

## Disputes

Our IP litigation team has advised on some of the highest profile recent UK and European trade mark cases including; *Lush v. Amazon*; *Enterprise v. Europcar*; and *Jack Wills v. House of Frazer*.

---

## Memberships

We are members of the International Trademark Association, the Chartered Institute of Trade Mark Attorneys, British Brands Group, Global Advertising Lawyers Alliance, Marques and the Chartered European Communities Trade Mark Association.

---

## What others say about us

Shortlisted for The Lawyer Awards 'IP Team of the Year' for two years in a row

Ranked Tier 1 by Legal 500 UK, 2018 for Brand management

Dominic Farnsworth and IP litigators Giles Crown and Simon Chapman ranked silver for World Trademark Review's (WTR) 'World's Leading Trademark Professionals 2018'

Steven Jennings ranked 'gold' tier by WTR for "individuals - prosecution and strategy" portfolio management professionals in the United Kingdom.

Another "real asset" for brand owners to have on side is head of trade marks Dominic Farnsworth qualified as both a solicitor and trade mark attorney. "Dominic provides commercial advice and can, when appropriate, be very aggressive. He makes himself easily available and, as a city lawyer, is good value for money too."

[World Trade Mark Review: WTR 1000 2019](#)



“Steven Jennings is something of a legend in the industry – he has a wealth of experience accumulated as a trade mark examiner, when managing large portfolios in-house and spending many years in private practice. In terms of expertise, technical command, commerciality, pragmatism and client service, he is phenomenal. He acts like a genuine extension of your in-house team.”

[World Trade Mark Review: WTR 1000 2019](#)

“They offer a great, high-calibre one-stop shop for brand-related legal matters and portfolio management.”

[Chambers UK, 2019 — Intellectual Property](#)

“Giles Crown runs the show, with a string of commercially important verdicts to his name all the way up to European Court of Justice level”

[World Trade Mark Review: WTR 1000 2015](#)

## Costs

We are committed to providing straightforward and cost effective advice.

Our services are priced competitively and we commonly agree fixed costs for discrete projects. Set out below are headline rates which are subject to Euro fluctuations in currency value. The application fee covers all fees through to registration assuming no objections are received. Should you wish to discuss fees in greater depth or discuss our other services, please see overleaf for our contact details.

## UK and EUTM applications: Scale of fees

European Union Trade Mark	Disbs.	Service fee	Total *
Application in one class	850€*	£800	£1,450*
Application in two classes	900€*	No extra charge	£1,500*
Application in three classes	1050€*	No extra charge	£1,615*
Each additional class beyond the third	150€*	£75	£190*
Reporting publication and registration	No extra charge		
Renewal in one class	850€*	£300	£960*
Renewal in two classes	900€*	No extra charge	£1,010*
Renewal in each additional class after the second	150€*	No extra charge	£120*

United Kingdom	Official fee	Service fee	Total
Application in one class	£170	£400	£570
Application in two classes	£220	No extra charge	£620
Application in three classes	£270	No extra charge	£670
Each additional class beyond the third	£50	£50	£100
Reporting publication and registration	No extra charge		
Renewal in one class	£200	£200	£400
Renewal in each additional class	£50	No extra charge	£50

Foreign trade mark	Official fee	Service fee	Each additional class
Application	Varies	1-3 classes £450	£50
Renewal	Varies	£200	No extra charge

\* Subject to fluctuations in currency value

---

For further information on this subject please contact:



**Dominic Farnsworth**  
Partner

---

+44 (0) 20 7074 8088  
[dominic.farnsworth@lewisilkin.com](mailto:dominic.farnsworth@lewisilkin.com)



**Steven Jennings**  
Trade Mark Counsel

---

+44 (0) 20 7074 8203  
[steven.jennings@lewisilkin.com](mailto:steven.jennings@lewisilkin.com)