



LADAS & PARRY LLP

INTELLECTUAL PROPERTY LAW

Watch Services

Comprehensive Watch Services

- ◆ International Trademark
- ◆ Company Name
- ◆ U.S. State Trademark Registration
- ◆ U.S. Early Alert
- ◆ Domain Name
- ◆ Internet Watch
- ◆ Enhanced Chinese, Japanese and Russian Watch
- ◆ Competitor Applicant Watch
- ◆ Competitor Class Watch
- ◆ Color Watch **NEW**

The Ladas Watch Advantage

- ◆ **Knowledgeable**
Backed by 100 years of Global IP Experience.
- ◆ **Experienced**
Over 75 years of Global Watch Service Leadership.
- ◆ **Comprehensive**
Searching gazettes in over 200 jurisdictions around the world.
- ◆ **Reliable**
Searching executed by trademark analysts with linguistic backgrounds.
- ◆ **Expeditious**
Searching enhanced through state of the art search technology that allows swift and accurate turnaround.
- ◆ **Flexible**
Custom search strategies to meet your needs.

With internet access, a username and password, you can enjoy the advantages of our web-based Watch Manager.

- ◆ Avoid postal delays and cluttered email folders and access Watch Notices in real time, on a secure portal.
- ◆ Manage, maintain, and store your Watch Notices as you see fit through an easy to use interface designed by IP practitioners.
- ◆ Access your Watch Notices from anywhere in the world, and communicate with your colleagues through our "memo" feature.
- ◆ Manage your Watch Notices by importance, region, or any grouping of your choice, by creating folders within your web page.
- ◆ Integrate our web-based Watch Service with other Ladas & Parry online tools and start managing your entire portfolio of brands through a single web portal.

Watch Notices available online, via mail or e-mail

NEW!
Translations of goods/ services covering more than 65 gazettes issued directly on your Watch Notices.



Customized Services

A watch service is an essential part of an effective brand maintenance and enforcement program. Ladas & Parry's services alert brand owners to potentially conflicting intellectual property rights as they are published in various media and publications around the world.

Our service is driven and operated primarily by people, not machines, and permits us to offer broad flexibility in the scope of your surveillance. We customize and deliver whatever type of surveillance you require.

We can narrow or broaden the frame of reference in reporting possible conflicting marks. You can change such criteria as often as you wish.

Our highly skilled trademark analysts are fluent in most languages of major commerce. Their linguistic skills enable them to carefully screen trademarks published in different languages and notify you of third party marks that may be phonetically similar to yours or that may have the same meaning as yours.

Time Frames - Receive your Watch Notices with ample time left on the opposition term. The combination of our enhanced search technology and our team of trademark analysts ensure that you receive your Watch Notices well before the deadline.

Quality - Receive only carefully vetted and relevant notifications and save valuable time rather than sifting through piles of irrelevant Watch Notices.

Choices - Watch Notices delivered by email, hardcopy, or via Watch Manager, our user friendly online portal.

Attorney Review - Enjoy the option of having our attorneys comment on your Watch Notices advising on possible action, estimates of costs, and evaluations of the chances of success.

International Trademark Watch

We watch both word marks and design marks. We identify potentially conflicting applications/registrations based on their similarity to your trademark, including phonetic and graphic similarities, translations, transliterations and connotations. Our highly trained professionals screen all gazettes (from more than 200 jurisdictions) using sophisticated and customized software.

Company Name Watch

Protects your trademark if another company registers it as part of their company name or registers your company name as their own.

Competitor Class Watch

Monitor all applications in specific classes as they are published in official gazettes. This Watch package is designed to allow you to monitor your competitors. Contact us to find out about the jurisdictions which are available for this service.

Competitor Applicant Watch

Monitor applications filed by your competitors as they are published in official

gazettes worldwide. This Watch package allows you to track the activities of your global competitors. Contact us to find out about the 100+ jurisdictions which are available for this service.

Color Watch NEW

Monitors applications filed in color. Ability to monitor any application in any selected color or any specific product in any specified color.

Japanese Watch

Japanese gazettes are reviewed by native Japanese analysts. The applicant and goods/services for these are translated manually by our Japanese analysts and provided directly on your Watch Notices.

Chinese Watch

Covering China, Taiwan and Hong Kong. Our native Chinese speakers, fluent in all Chinese dialects, will monitor your marks against phonetically similar marks, translations, and monitor for similar meaning and cultural use. They will manually translate the trademark owner, goods/services directly on your Watch Notices so that you

can make a quick and informed decision for Watch Notices covering this important market.

Russian Watch

Monitors Russian applications in both Latin and Cyrillic characters. Trademarks published in Cyrillic are carefully transliterated by native speakers.

Domain Name Watch

Two separate Domain Name Watch Services. One for gTLDs only, the other for ccTLDs and gTLDs. Identifies exact and similar matches. Baseline reports reporting up to 2,000 hits are also available.

Internet Watch

Identifies potentially conflicting, misleading or disparaging uses of your trademarks on the Internet through a proprietary web crawling technology. Provides monthly reports of potential infringements, counterfeits and disparagements of your trademark(s) on the Internet and highlights those uses which warrant further action based on your company's concerns.

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