

## Monitoring and Policing of Trade Marks (Watching Services)

A trade mark watch ensures that the trade mark owner is alerted to any attempts by third parties to register a trade mark which is identical or confusingly similar to their own mark, and is given an opportunity to take action to prevent or cancel said registration. This is particularly important in countries where applications are not examined for conflicts with earlier marks.

### Domain name and company name watching

In addition to our trade mark watching services, we also offer domain name watching and company name watching services, whereby the trade mark owner will be alerted to any applications for the registration of a domain name or company name respectively which conflicts with the watched trade mark(s)/name(s). Our domain name watch covers most generic top level and country-code second level domain names, whilst the company name watch monitors new incorporations and changes of company names on the UK Companies House register. In the event that a watch highlights a conflicting domain name or company name, we are able to advise on the options available to you for taking action against the conflicting name.

The following downloads are available for further information relating to:

- [Company names](#)
- [Domain name services](#)

### Status watches and applicant watches

We are also able to conduct status watches against specific trade marks, and applicant watches against the published applications of a specified applicant (.e.g. a competitor).

### Tailor-made watching packages

We can put together a tailor-made watching package to include any combination of trade marks, classes and countries, as well as any domain name or company name watches you may require. copyright, the owner can take legal action to stop this and to recover damages.

### Costs

The cost of setting up trade mark, domain name and company watches varies depending on the nature of the watch, and the number of marks/names, classes and

countries involved. We will always seek to provide you with the most cost-effective package available and, from time-to-time, are also able to offer a free trial.

## Further advice

Please contact us for further details of our watching services or a cost estimate based on your particular requirements using the details below.



### Contact Dehns

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