



## **Fashion law services :** Trade Marks Filing Practice

**Our services include providing advice on trade mark strategies, trade mark searching, filing, prosecution and portfolio management.**

### **What we can do for you:**

- advise on the development and implementation of an effective trade mark strategy;
- file trade mark applications in the UK and file Community trade mark applications, International registrations (under the Madrid Agreement or the Madrid Protocol);
- handle national applications elsewhere in the world through our network of external trade mark specialists;
- defend applications against objections from the various trade mark authorities relating to their registrability; defend applications against third party objections in opposition and cancellation proceedings before the relevant authorities and courts in the UK and abroad;
- negotiate and conclude co-existence and licence agreements;
- handle the assignment of trade marks, including the recordal thereof with the various trade mark authorities;
- notify of and deal with trade mark renewals.

### **Designs**

Design protection is of crucial importance in the fashion industry and it has developed rapidly in recent years. The Community Design has made Pan-European design protection by means of a single registration a reality. Likewise, international design registrations are becoming ever more attractive. Fox Williams' specialist design team have been actively involved in efficient action against counterfeits and slavish imitations of design products. We target infringements both in the country of origin and in the distribution markets. Through our Law Firm Alliance and International Alliance partners, we have built a up a network of co-operation that allows us to stop infringements at an early point in time and often prevent major damage to our clients' interests.

Based on our experience in enforcement matters, we also devise protection strategies and supervise the filing of design registrations on a national, European or international level.

### **Copyright and Database Rights**

Copyright and database rights are important in the fashion industry. Copyright can also be a useful weapon in the armoury of a fashion businesses for whom product design and presentation is important. The importance of copyright and database rights for online services and web-facing fashion businesses cannot be underestimated.

Fox Williams regularly advises clients in the fashion industry on copyright and database issues. Our specialist fashion law group not only offers good legal advice but its members also have a thorough knowledge of the way the industry operates.