

**GUARD YOUR BRAND. PROTECT YOUR INVESTMENT.**  
*STRONG BRANDS DESERVE STRONG PROTECTION*

Your trademark—your product or service name, symbol or logo—is one of your company’s most valuable assets. Because of its power to drive product recognition, customer loyalty and market opportunities, a strong trademark has substantial value. It’s not unusual for companies to invest millions in building their brands over time.

However, that value can be compromised. With rising global trademark filings, proliferating online and offline channels, exploding social media and web content, valuable brands are more vulnerable than ever before. Trademark confusion, infringement and theft can occur at any time, without your knowledge, with significant impact to your bottom line. Consider the following common examples:

- A company or product of lesser quality uses a mark similar to yours, knowingly or unknowingly, confusing consumers and impacting your brand equity.
- Your trademark or brand is used generically, diluting its value to your company.
- Your trademark or brand is used on a website without proper authorization.
- Your product or counterfeit products are sold without your authorization on Internet auction sites.

**The Value of Watching**

Proactive trademark watching is one of the most important ways to protect your brand. Trademark watching services monitor trademark applications, publications and/or use, systematically identifying exact and confusingly similar marks, unauthorized brand usage and infringement—notifying you when conflicting marks are identified.

*Today, many companies consider trademark watching a cost-effective, “must have” insurance to help protect their valuable brands and manage business risk.*

**Expertise you can rely on**

Trademark watching requires specialized expertise and resources. At Tamara L. Harper, A Professional Corporation we have the knowledge, experience and extensive resources—including proprietary global databases—to help uncover marks that might be overlooked by manual trademark watching.

With Tamara L. Harper, A Professional Corporation as your trademark watching partners, you receive rapid notification of potential conflicts—so you can act quickly to protect your valuable brand assets.



We offer a range of watching services tailored to your needs:

- **Trademark Watching**

We alert you to trademarks that may be confusingly similar to yours, including word marks, logos and slogans. Timely reports provide clear, concise information, with free translations on request. Provides coverage around the world, including more than 200 countries.

- **Comprehensive coverage**

Watch coverage spans the full spectrum of trademark-rich common law and digital channels. Optimize your coverage, decreasing your chances of missing critical marks.

Coverage includes:

- Word and design marks
- Domain names (including ccTLDs, new and legacy gTLDs)
- Social media usernames
- International business names
- Non-Latin character marks
- Watch an entire class

- **Watch on SERION®**

Enjoy the convenience of managing all your watching activities via the SERION online trademark environment. Manage your trademark watch portfolio, review watch notices, create and share reports and collaborate across offices.

- **Web Monitoring**

Watch the web for potential trademark abuse while watching your budget and saving valuable time. For a remarkably affordable cost, the Web Watch service provides a customized watch strategy to identify cases of trademark use or abuse that could negatively impact your brand—including unauthorized or generic trademark use, derogatory references, and confusing similarity. And Web Watch saves you time, too. We sift through millions of hits to deliver concise and actionable reports that pinpoint the results that matter most. So you can make confidence decisions and act quickly to protect your brand.

**Is Someone Imitating Your Brand?**

<b>MARK WATCHED: FLOWER</b>	<b>SELECTED MARK: FLWER</b>
<b>REGISTERS WATCHED: Worldwide</b>	<b>REGISTER: United States of America</b>
<b>CLASS(ES) WATCHED: 26, 30, 31</b>	<b>INTERNATIONAL CLASS(ES): 31</b>
<p style="text-align: center;"><b>FLOWER</b></p> <p><b>The mark consists of standard characters without claim to any particular font, style, size or color.</b></p>	<p><b>OPPOSITION DEADLINE: September 1, 2017</b></p> <p><b>APPLICANT: ABC Company</b></p> <p><b>FILING NUMBER: 1234567</b></p> <p><b>FILING DATE: June 1, 2017</b></p>

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