How to Set Up Google Alerts for Policing your Trademark

Your trademark(s) is one of your 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, online and offline channels, 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 a significant impact to your bottom line.

Proactive trademark watching and policing is one of the most important ways to protect your brand. Our firm offers trademark watching services to monitor trademark application filings; however, not all infringement or confusion occurs at the USPTO level. **Your customer base could encounter counterfeit or confusingly similar products or services to your own in the general marketplace.** We now recommend all our trademark clients to set up Google Alerts for their trademarks, so you can receive email notices when new results for a trademark show up in Google Search. Follow the steps below to create a Google Alert for your brand.

Create an alert

1. Go to Google Alerts (https://www.google.com/alerts).
2. In the box at the top, enter a trademark you want to follow.
3. To change your settings, click **Show options**. You can change:
   - How often you get notifications
   - The types of sites you'll see
   - Your language
   - The part of the world you want info from
   - How many results you want to see
   - What accounts get the alert
4. Click **Create Alert**. You'll get emails whenever we find matching search results.

Edit an alert

1. Go to Google Alerts.
2. Next to an alert, click Edit ✏ .
3. If you don't see any options, click **Show options**.
4. Make your changes.
5. Click **Update Alert**.
6. To change how you get alerts, click Settings ⚙ ❯ check the options you want and click **Save**.