



THIS MONTH'S NEWS

As part of our value-added service, we will review (at no cost) your website, facebook, twitter or other media to establish if your brand has been applied for or registered and if not, make recommendations regarding the steps to protect them.

For further details on any of these stories, check out our website:
<http://www.harty.law/>

Intellectual Property/Brand Protection

As part of our value-added service and at no cost, we will (in conjunction with our correspondents, a leading IP firm) carefully review your trademarks, logo's, get-up, trade dress, domain names and the like in order to determine if they are properly protected and in good shape:- if not, recommendations will be made to "plug the gaps" in order to ensure that your protection is in sync with your commercial objectives and current use in all relevant territories. We will also check to see if the trademarks you have are out of date and if you have "dead wood" that may be allowed to lapse on its next renewal date.

One of the most valuable assets in a company's arsenal is its branding, and more broadly, its IP (intellectual property). In general, IP includes trademarks, patents, domain names, copyright, designs etc. Brand protection is key as it gives you the exclusive right to use the brand and to prevent others from using a confusingly similar brand for the same or similar goods/services. Once registered and as long as they are used and renewed on time every 10 years, trademarks provide their owners with powerful statutory rights which unlike patents and designs that expire:- they (trademark registrations) last in perpetuity.

Having the correct protection in place for your brands and other IP rights is vital as it paves the way for you to achieve your commercial objectives - it facilitates franchising, licensing and other commercial activities and if you decide to dispose of your business/company, a well-organized up to date IP Portfolio can assist in increasing value.

Please feel free to contact us at mail@harty.law or on +27 (11) 8840792 should you wish to take advantage of this service.

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If you would like information about obtaining legal services from Harty Rushmere (including a presentation on this topic), you can contact Neil Harty at +27(0)11 884-0792 or visit our Web site at www.harty.law. © Harty Rushmere.