

Global Brand Management Best Practices Checklist

- Task: trademark selection**
Objective: to narrow the list of potential brands to those for which a trademark search is needed
- Task: trademark clearance search and opinion**
Objective: to determine the risks associated with use and registration of the trademark
- Task: trademark investigation of third party trademark**
Objective: to determine additional required information regarding any specific third party trademark identified in the trademark availability search in order to clear any hurdles to successful use and registration of the brand
- Task: trademark application filing, prosecution and registration**
Objective: to obtain the broadest possible scope of protection in the filing jurisdiction
- Task: trademark docket portfolio management**
Objective: to track trademark portfolio particulars including all deadlines of required action to be taken to maintain and enforce rights in the brand
- Task: trademark watch services**
Objective: to effectively identify third party infringement of the brand
- Task: brand enforcement plan (pre-litigation and litigation)**
Objective: to protect and enforce the brand against third party infringement
- Task: advertising, marketing and product packaging review**
Objective: to ensure that promotion of the brand does not violate third party rights and to ensure that third party promotions do not impair the brand
- Task: online strategies**
Objective: to ensure that the brand is effectively protected, promoted and enforced online
- Task: IP and IT agreements with third parties**
Objective: to ensure that the brand is effectively protected, enforced and monetized in transaction documents
- Task: brand guidelines and employee training programs**
Objective: to ensure sufficient quality control of the brand

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