



TRADEMARK FILING  
& PROSECUTION  
SUPPORT SERVICES  
FOR CORPORATE  
IP DEPARTMENTS

### THE HARDSHIPS OF TRADEMARK REGISTRATION

Trademarks are some of the most valuable investments your business can make and the road to successful trademark registration is riddled with obstacles. Differences in local procedures make cases incredibly complex to follow and you lose time monitoring the work of your agents.

Controlling and processing invoices are time-draining nightmares and to top it off, your data could be inconsistent or incomplete. Leaving you with missed deadlines and unsecured rights.

### MANAGING THE COSTS

There are a lot of costs to consider when you manage your full network by yourself. Are there any missed deadlines and if so, how much is paid in late fees? What about data inconsistencies? What are the costs of data verification and clean-up? What happens if key people on your team leave? How much time and money is spent on recruitment and training?

You may have considered using outside counsel to relieve you of having to deal with local agents or eliminate the risks of inconsistent data, but those solutions are extremely costly and you lose any visibility and control on your processes

## HOW WE CAN HELP



**Structured Workflows:** We onboard the agents to our rigorous processes. This makes the collaboration more efficient



**Agent Communication Management:** We manage all correspondence with the local agents in the filing-to-registration process.



**Monitoring:** We monitor all cases for deadlines and the quality of the work performed.



**Reporting:** We produce regular reports on the volume of cases processed and the quality of the work performed by the agents.



**Invoice Management:** We control incoming invoices (according to the agreed schedule of fees and special agreements like spending limits, for example), bundle them and invoice you on a monthly basis. We provide regular reports giving you full visibility over your spending.



**Docketing:** We docket all communications and documents, including communication, received directly from IP Offices.

## YOUR BENEFITS

- **Go further with your budget:** Whether you manage your trademark registrations internally or work with your outside counsel, you will free a substantive piece of your budget.
- **Free your time:** Keep your interventions in the process to a minimum. We take care of the rest.
- **Get clear visibility:** Thanks to the rigorous data entry methodology we use, you will get coherent data that is ready to be used in your reports.
- **Relieve your team:** We bring your team the support it needs to work on more substantive/ higher-value work. We expertly handle the administrative workload for you.
- **Evaluate your agents confidently:** The agent quality evaluation reporting we produce will help you manage your agent network effectively.
- **Do not change a thing:** We adapt to your processes and not the other way around. Working with us means you'll benefit from our expertise and best practice, and we'll adapt to your specific processes if needed.
- **Decreased invoicing workload:** Bundling your agent's invoices into a monthly one in your local currency decreases both your invoice processing workload and your bank and FX charges.
- **Peace of mind:** Our experienced team of IP paralegals performing the services are knowledgeable and trained on an ongoing basis. Moreover, our quality processes give you peace-of-mind.

## CASE STUDY

Here is the case of one of the world's largest food and beverage companies, that owns more than 2000 brands and is a CPA Global client for trademark filing services since 2016.

## THE PROBLEMS

Sub-optimal TM filing & prosecution processes > **in-house paralegal time drain**

Inconsistent docketing practice > data inconsistencies > **useless reporting**

## THE SOLUTION

- ✓ Agent communication guidelines that streamlined the overall communication with the client's outside counsels regarding trademark prosecution.
- ✓ Highly customized docketing manual – all relevant prosecution steps are reflected and documented according to standard operating procedures.
- ✓ The efficiency and quality of the client's network of outside counsels are being assessed regularly by our paralegal team. Quality and performance reports are sent to the client in agreed timeframes – the client has visibility and control over the process.

100,000

trademarks approx.

2,500

trademark filings worldwide approx.

150

ave. trademark filings per month in 2019

2000

ave. docketed e-mails per month in 2020

## THE RESULTS

- Streamlining the prosecution steps at a local level reduced the overall exchange of e-mails.
- Decrease of unnecessary correspondence received from agents (e.g. e-mail reminders, marketing materials).
- Decreased correspondence received by the client's paralegals, which allowed the team to focus on higher-value work.

