



# Protect Your Trademark From Potential Infringement Trademark Monitoring



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# Trademark Monitoring

Now that your trademark is registered, it's up to you to maintain your new intellectual property asset. One of the most important ways to do this is through trademark monitoring. There are different types of monitoring available depending on your needs. The basic monitoring subscription is a service that notifies you when another party files an application to register a trademark that may be confusingly similar to your

registered mark. Once you receive notification, you can then consult with your attorney and decide whether any action is warranted to protect your trademark. This is known as a pending application watch. It is available through an affordable yearly subscription.

Other watch options are available. Please call to discuss your trademark watching requirements.

# Ongoing Trademark Usage Review

Another important way to safeguard your trademark is to use it in a consistent manner, and not to use it in a way that may diminish its value as a trademark or even destroy its value. To address these concerns we offer ongoing trademark usage review services. This service is designed to regularly review your website or other promotional materials or your use of your trademark on your products to ensure you are properly using the mark so as to preserve your right to use the trademark and your right to

retain the trademark registration. This service is available for an affordable monthly fee. Please call to subscribe.

It is important to use your trademark in a consistent manner so that you build good will in your brand and value in your trademark. Let us help you achieve this by drafting trademark use guidelines for your company. Please call to discuss the creation of trademark use guidelines for your company.



## ABOUT

### Thomas M. Wilentz

Thomas M. Wilentz is a graduate of Columbia Law School. He is a member of the bars of New York and New Jersey. Prior to starting his own firm, Tom practiced law in the intellectual property group at Kelley Drye & Warren LLP in New York City. Tom has assisted trademark owners ranging from small companies to large multinational corporations in their applications for registration and other trademark matters.