

BRAND PROTECTION STRATEGY

Keypoint has more than twenty years' experience in assisting brand holders to protect their Trade Marks and other Intellectual Property (see separate data sheet). Tasks have ranged from simple test purchases, through to market surveys and identification and prosecution of the principals behind counterfeiting groups.

The protection of any particular brand or product usually depends on four core areas of overlapping activity. These are:

- Collection of intelligence, which may come from a variety of sources including licence holders, sales personnel, or customer complaints to the brand holder. Proactive work is also carried out by visiting trade fairs, fashion shows and other similar venues. This will often lead to further investigations
- Targeted investigations to obtain additional intelligence and provide evidence for enforcement at a later date. This includes test purchases, undercover work and investigation of the subject entity
- Enforcement action, using both criminal and civil law, if possible, in liaison with law enforcement agencies, such as Trading Standards and the police. Recent success has been enjoyed by using the Enterprise Act in co-operation with Trading Standards
- Publicity in order to create a deterrent to others, following enforcement action. Experience shows that infringers will tend to avoid brand holders who are reputed to be litigious.

KEYPOINT IS ABLE TO PROVIDE A BESPOKE BRAND PROTECTION STRATEGY DESIGNED TO MEET THE CLIENT'S NEEDS AND BUDGET.