

Low2No Bev Workshop: Brand Protection

Practical takeaways | **when developing a brand**

1. Clearance searches
2. Log design objectives and brief
3. Register IP early
4. Distinctiveness
5. IP portfolio – aim for an armoury of strong rights
6. Use IP and maintain evidence of use
7. Monitor IP and the marketplace

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Practical takeaways | **when faced with look-alikes**

1. Monitor for look-alikes and act quickly
2. Be proactive then agile on social media
3. Lead with the strongest IP right
4. When choosing which IP right to reply on, be mindful of risk of unjustified threats and revocation vulnerability
5. Sow the disclosure seed
6. Collect evidence of confusion, where appropriate
7. Consider the market that the infringer operates in
8. Passing off – consider differences as well as similarities
9. Be realistic – no brand is bulletproof