



BrandBuilder™/ A Flexible Package of Legal Services for Managing your Brand/

The Importance of Branding/

A strong brand image differentiates a product, service or organisation from its competition in the market and increases its perceived value to the customer. Effective branding generates awareness, stimulates sales and creates customer loyalty. Creating and protecting a strong unique brand is therefore key to business success.

BrandBuilder™/

Developed by Harper Macleod's branding and intellectual property experts, BrandBuilder™ helps firms address these critical business issues in a cost-effective, flexible manner. It encompasses strategy formation, 'freedom to use' searching, the use of the internet, formal trade mark protection, brand monitoring, and counteracting potential and actual misuse.

Key Services/

- *A brand management strategy is fundamental in building a strong brand. **BrandBuilder™** helps create this strategy.*
- *'Freedom to use' searching is critical in establishing a new brand. Going into business under a name already in use by a third party can damage an organisation's reputation and result in legal expense.*
- *Web presence is crucial in today's electronic world. In conjunction with our **Website Compliance** package **BrandBuilder™** assists organisations in securing and maintaining rights for their brand on the internet.*
- *Properly establishing a trading name is vital to customer interaction. Irrespective of whether an organisation is a company, partnership or unincorporated, **BrandBuilder™** provides targeted solutions to protect business names.*
- *Formal protection through trade marking can be beneficial in building any brand. **BrandBuilder™** facilitates obtaining registered trade mark protection for the key elements within any brand image.*
- ***BrandBuilder™** helps organisations manage an established brand. Given recent changes in trade mark law, existing brands must be properly 'policed'. **BrandBuilder™** offers tailored brand monitoring services to identify relevant third party trade mark registrations.*
- ***BrandBuilder™** helps organisations deal with infringement of the rights of an established brand by implementing preventative measures. **BrandBuilder™** also offers assistance with the use of formal legal mechanisms for counteracting ongoing infringement.*
- ***BrandBuilder™** helps organisations manage the costs involved with brand protection by operating largely on a fixed fee basis.*



Harper Macleod LLP is a limited liability partnership registered in Scotland. Registered number: S0300331. Registered office: The Ca'd'oro 45 Gordon Street Glasgow G1 3PE

Regulated by The Law Society of Scotland. A list of the members of Harper Macleod LLP is open to inspection at the above office.

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Tom Thomas joined Harper Macleod in April 1998 and was promoted to Associate within the Corporate Department in April 1999. He was assumed a Partner in May 2001. Tom is Senior Partner in the firm's Branding, Technology, Media & Innovation Practice Group. He is the principal adviser to the Scottish Premier League on matters relating to broadcasting, sponsorship and all other IP&T-related issues. Tom has extensive experience of advising clients on intellectual property and technology matters as well as data protection and freedom of information and his clients span a wide range of business sectors, sport and the creative arts as well as the public sector.



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Jamie Watt joined Harper Macleod in July 2007 and is an Associate in the Branding, Technology, Media &

Innovation Practice Group. Jamie qualified as a solicitor in Scotland in 2006, having previously obtained an LLB (honours) and the Diploma in Legal Practice from Edinburgh University, where he specialised in intellectual property and media law. Jamie has significant experience of advising organisations on issues surrounding intellectual assets and intellectual property, particularly in the field of patent law. Jamie is a registered European Commission expert within the field of intellectual property.



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Christopher Kerr joined Harper Macleod's Corporate Department in 1999, became an Associate in 2003 and was promoted to Partner in April 2004. Chris is involved in all areas of general corporate law including structuring, restructuring, MBO's and mergers, sales and acquisitions and is a member of the Branding, Technology, Media & Innovation Practice Group.

Our Fees/

Below is a selection of our fees for BrandBuilder services:

Strategy Development Assistance

£250-£500

'Freedom to Use' Searching

£250 per name

UK Trade Mark Registration

£600

Community Trade Mark Registration

£1,200

Foreign Trade Mark Registration

Fee on request

Brand Monitoring

Fee on request

Counteracting Infringement

Fee on request

Please note all of our charges set out above exclude VAT and outlays, which will be additionally due.