

## Trademark Watch – Monitoring Marks Around the World

### Overview on Trademark Watch

A company's branding is a crucial asset. As brands grow, so does the risk of imitation due to their popularity and social media influence.

Successful business goes beyond just registering and marketing a brand. Protection against entities that could damage its reputation is vital. Monitoring new trademark applications that could be confusingly similar is key to strengthening a brand.

Aligned with Accolade's mission to meet clients' IP needs, we offer Trademark Watch services.

Our tool provides watch results in **185** jurisdictions worldwide, covering one mark in all **45** classes for an **annual fee** of **HK\$6,000**.

### What is Trademark Watch?

Trademark Watch is a service that monitors trademarks in different jurisdictions. It allows any identical or similar trademarks owned by third parties to be identified. It helps locate identical or similar marks that are pending in specific jurisdictions.

### What are the Benefits of Trademark Watch?

Trademark Watch is crucial for maintaining and enforcing trademarks. Its main advantage is early detection of pending similar or identical marks, deterring others from registering them. This allows entrepreneurs to oppose such applications.

### What Kind of Trademark is Covered?

| Type of Mark          | Composition of Mark for Watch                                                                                                      |
|-----------------------|------------------------------------------------------------------------------------------------------------------------------------|
| Wordmark <sup>1</sup> | Latin Characters                                                                                                                   |
|                       | Chinese characters (Mainland China, Hong Kong, Macau & Taiwan only. For searches in other jurisdictions, pinyin will be utilized.) |
|                       | <sup>1</sup> Other characters, such as Korean, Japanese, Thai, etc. are not available for Watch                                    |
| Logo/device mark      | Logo/device mark or combined with Latin Characters                                                                                 |

### What Will be included in the Watch Report?

By subscribing to our watch services, you will receive 12 reports annually, containing details of similar or identical marks, i.e., the owner, jurisdiction, classes, designated goods/services, application number, application date, and status.

### List of 185 Jurisdictions

|                        |                    |            |                       |                                |                          |
|------------------------|--------------------|------------|-----------------------|--------------------------------|--------------------------|
| Africa OAPI            | Cabo Verde         | Gibraltar  | Liberia               | Panama                         | Suriname                 |
| African ARIPO          | Cambodia           | Greece     | Libya                 | Papua New Guinea               | Sweden                   |
| Albania                | Canada             | Grenada    | Liechtenstein         | Paraguay                       | Switzerland              |
| Algeria                | Cayman Islands     | Guatemala  | Lithuania             | Peru                           | Syria                    |
| Andorra                | Chile              | Guemsey    | Macau                 | Philippines                    | Taiwan                   |
| Angola                 | China              | Guyana     | Madagascar            | Poland                         | Tajikistan               |
| Anguilla               | Colombia           | Haiti      | Malawi                | Portugal                       | Tanzania                 |
| Antigua and Barbuda    | Costa Rica         | Honduras   | Malaysia              | Qatar                          | Thailand                 |
| Argentina              | Croatia            | Hong Kong  | Malta                 | Romania                        | Tonga                    |
| Armenia                | Cuba               | Hungary    | Mauritius             | Russia                         | Trinidad and Tobago      |
| Aruba                  | Curacao            | Iceland    | Mexico                | Rwanda                         | Tunisia                  |
| Australia              | Cyprus             | India      | Moldova               | Saint Kitts and Nevis          | Turkey                   |
| Austria                | Czech Republic     | Indonesia  | Monaco                | Saint Lucia                    | Turkish Northern Cyprus  |
| Azerbaijan             | Denmark            | Iran       | Montenegro            | Samoa                          | Turkmenistan             |
| Bahamas                | Djibouti           | Iraq       | Montserrat            | San Marino                     | Turks and Caicos Islands |
| Bahrain                | Dominica           | Ireland    | Morocco               | Sao Tome and Principe          | Uganda                   |
| Bangladesh             | Dominican Republic | Israel     | Mozambique            | Saudi Arabia                   | Ukraine                  |
| Barbados               | Ecuador            | Italy      | Myanmar               | Serbia                         | United Arab Emirates     |
| Belarus                | Egypt              | Jamaica    | Nepal                 | Seychelles                     | United Kingdom           |
| Belize                 | El Salvador        | Japan      | Netherlands           | Sierra Leone                   | United States            |
| Benelux                | Estonia            | Jersey     | New Zealand           | Singapore                      | Uruguay                  |
| Bermuda                | Eswatini           | Jordan     | Nicaragua             | Sint Maarten                   | US States                |
| Bhutan                 | Ethiopia           | Kazakhstan | Nigeria               | Slovakia                       | Uzbekistan               |
| Bolivia                | European Union     | Kenya      | North Macedonia       | Slovenia                       | Venezuela                |
| Bonaire                | Fiji               | Kosovo     | Norway                | South Africa                   | Vietnam                  |
| Bosnia and Herzegovina | Finland            | Kurdistan  | Oman                  | South Korea                    | WIPO (Madrid)            |
| Botswana               | France             | Kuwait     | Pakistan              | Spain                          | Yemen (Adan)             |
| Brazil                 | Gambia             | Kyrgyzstan | Palestinian Gaza      | Sri Lanka                      | Yemen (Sanaa)            |
| British Virgin Islands | Georgia            | Latvia     | Palestinian West Bank | St. Vincent and the Grenadines | Zambia                   |
| Brunei                 | Germany            | Lebanon    |                       | Sudan                          | Zanzibar                 |
| Bulgaria               | Ghana              | Lesotho    |                       |                                | Zimbabwe                 |

**Disclaimer: The information presented herein does not and is not intended to constitute legal advice. All information provided is for general informational purposes only.**