



maze

trade marks • designs • copyright • licensing

A professional trade mark and design

registration service, branded in your own company name



How would it affect your clients' perception of your business if you could offer them your own in-house trade mark and design registration service?

Working in partnership with maze enables you to do just that.

Create a healthy secondary income for your business, and enhance your professional image in the process.

maze – working in partnership with creative industries

Differentiate your service from the competition

maze is a new concept that enables creative and marketing agencies to become stakeholders in their own trade mark and design registration service.

- Your exclusive own brand trade mark and design registration service
- No set-up costs or investment required
- We do the work. You invoice the client
- Your own 'in-house' team of experienced trade mark attorneys
- We deliver an introductory presentation to your clients – under your brand
- Our relationship is with you, rather than with your clients
- A business within a business, requiring no additional staff or overheads
- Differentiate your service from the competition
- A lucrative new revenue stream for your business

maze who are we?



Based in Bristol, we're a team of experienced trade mark attorneys, backed up by a worldwide network of associates, a state of the art intellectual property asset management system and highly trained administrators.

We have extensive UK and European experience in all sectors, including pharmaceutical, telecommunications, tobacco, food and drink, games, retailing, medical supplies, clothing and packaging.

We specialise in providing own-brand trade mark registration services on behalf of our clients in the advertising, design and marketing industries.

The range of maze services

- General case management for trade mark and designs
- Advising on a general or specific registration strategy
- Reviewing portfolios and portfolio management
- Pre-filing reports – including basic or full clearance availability searches
- Filing and prosecution of UK & EU trade mark and design applications
- Filing UK & EU trade mark and design renewals
- Filing or defending UK & EU trade mark oppositions
- Bringing or defending UK & EU trade mark cancellation actions (including revocation and invalidation proceedings)
- Filing and prosecution of trade marks under the international system
- Worldwide trade mark registration using our extensive network of foreign associates
- Assisting with the transfer or acquisition of rights
- Drafting intellectual property agreements
- UK, EU & worldwide trade mark watching service



How maze can benefit your business

The complexities of intellectual property law make it unavoidable that many trade mark and design registrations are dealt with by specialist firms of attorneys or solicitors. This means that advertising, design and marketing agencies are traditionally excluded from profiting in this lucrative area, despite their involvement at all other levels of the development process. But now, thanks to the **maze** solution, this is all about to change.

maze has created a way for you to profit from trade mark and design registration (even if you wouldn't otherwise consider it) while ensuring that it involves virtually no extra work on your behalf. You simply inform your clients of this convenient and cost effective new benefit and invoice them when we've completed the job. You also gain an edge over your competitors by offering a complete one stop service.

Until now, maintaining your own trade mark and design registration team would have been prohibitively expensive. The **maze** solution gives you all the benefits of an in-house team, without the expense – in fact offering this valuable service to your clients will cost you nothing whatsoever. In-house registration is a natural and rewarding extension of your existing services.

maze has created a way for you to profit from trade mark and design registration





The financial reward

Promoting **maze** alongside your primary business can provide a significant new revenue stream with a minimum of input on your behalf.

Regard it as a 'soft sell', add-on benefit that your clients can select or decline as they wish (not unlike the travel insurance add-on offered by airlines when you book a flight).

Unusually in the trade mark industry, our fees are fixed. This means you know exactly what to invoice your clients at each step of the registration process. If we don't have a set fee in place for a particular service (some costs depend upon the complexity of the issue when it arises) we will provide you with a guaranteed quotation.

At every step you'll know how much we'll charge you and how much you need to charge your client. At 15% below the market average*, our fixed rate fees are highly competitive. The margin you choose to make in passing these costs on to your clients is up to you (typically from between 15% to 20%).

You can make a **20% margin on our fees**



A typical scenario

Below is an example scenario. It illustrates the steps and potential fee structure of a fairly standard UK or EU trade mark application, and how much you can expect to receive as a percentage. Some applications will cost less, and others significantly more, depending on what issues they encounter during the registration process.

| | maze fees |
|--------------------------------------------------------------------------------------------------|------------------|
| Your client requests a full clearance pre-filing search report for their Arctic trade mark | £300 |
| Your client chooses to file for an EU application for goods and services in 9 Classes | £800 |
| maze receives and reports the official search report | £75 |
| maze receives and reports an official examination report | £75 |
| maze quotes for responding to this report | |
| Your client instructs maze to respond to the report | £360 |
| maze reports that the Arctic application is accepted | £75 |
| maze reports that the Arctic application is published | £75 |
| maze report one Opposition filed against the Arctic application | £75 |
| maze quotes for limiting the goods of the Arctic application to remove opposition | |
| Your client instructs maze to limit the goods accordingly | £180 |
| Registration of Arctic trade mark is completed (now for 8 Classes) | £620 |
| Your client chooses to establish an EU watching service for their Arctic trade mark in 8 Classes | £1200 |
| TOTAL maze FEE | £3,885 |
| YOUR 20% | £777 |

* based upon a sample of 18 solicitors and trade mark firms including London and regional based firms.

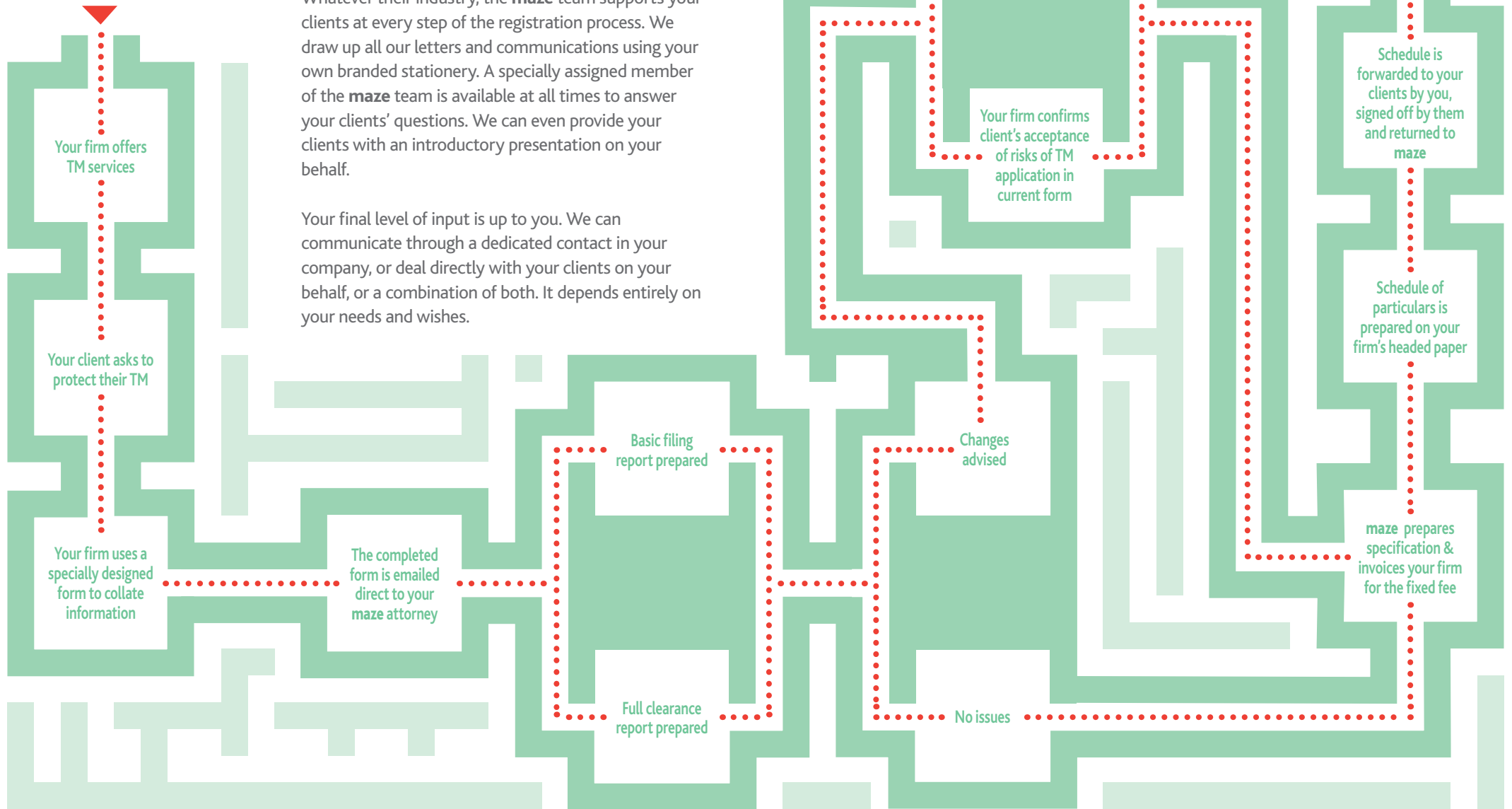
The maze process

How does the relationship between you, your client and maze work?

Our experienced team of attorneys and professional support staff deals with your clients' needs quickly and efficiently, without placing additional strain on your primary business. If your clients have an urgent case they can rely on us. We understand the importance of getting new products or services to market.

Whatever their industry, the **maze** team supports your clients at every step of the registration process. We draw up all our letters and communications using your own branded stationery. A specially assigned member of the **maze** team is available at all times to answer your clients' questions. We can even provide your clients with an introductory presentation on your behalf.

Your final level of input is up to you. We can communicate through a dedicated contact in your company, or deal directly with your clients on your behalf, or a combination of both. It depends entirely on your needs and wishes.



Your firm offers TM services

Your client asks to protect their TM

Your firm uses a specially designed form to collate information

The completed form is emailed direct to your maze attorney

Basic filing report prepared

Full clearance report prepared

Your firm confirms changes with client

Your firm confirms client's acceptance of risks of TM application in current form

Changes advised

No issues

TM application is filed

Schedule is forwarded to your clients by you, signed off by them and returned to maze

Schedule of particulars is prepared on your firm's headed paper

maze prepares specification & invoices your firm for the fixed fee

Why register a trade mark or design?

Many organisations protect their intellectual property as a matter of routine. The alternative is to risk costly and damaging consequences. Unfair as it may seem, if your clients fail to register their trade mark or design, and someone else does, your clients can be made to withdraw their product, or have to buy a licence from its new owners, pay compensation or even, in extreme cases, be forced to cease trading.

Trade marks and designs are important assets of your client's business (and in the case of well-known names, often the most important assets). A trade mark is anything that is unique to your client: specific words, logos, colours, shapes, sounds – even smells. Whereas trade mark registration protects logos, company or brand names, slogans and tag lines, design registration protects the way something looks, -its shape or specific configuration or packaging.

Trade mark and design registrations are limited by their geographical jurisdiction. For example, a UK trade mark registration provides protection for your client in the United Kingdom. **maze** has extensive experience in registering UK, CTM (a single registration which covers all 25 countries in the European Union) and international trade marks as well as having an established network of worldwide associates.

It's safe to assume that your clients will have a potential interest in protecting the results of your work on their behalf.

The demand for registration

Unless you're professionally involved with intellectual property, it can be easy to underestimate the demand for registering trade marks and designs. Brands and new products are expensive and time consuming to develop. Equally, they're cheap and quick to copy. Without legal protection, intellectual property remains vulnerable, especially in a fast-moving global marketplace. It's safe to assume that every one of your clients will have a potential interest in protecting the results of your work on their behalf. It costs less than they might think, and for most it's a small price to pay for peace of mind. And if your clients would like to learn more, we're very happy to answer their questions.

How maze can benefit your clients

- Secure exclusive rights to their trade mark or design
- Raise their unique brand awareness
- Extend their brand into other products or markets
- Symbolise their quality and identity
- Avoid confusion with competitors
- Prevent others from copying them
- A trade mark can become a valuable asset (and in some cases priceless, e.g. Pepsi, BMW, Intel, etc.)
- Fixed fees - keep professional costs to a minimum
- European and global trade mark protection





The Gowers Review of Intellectual Property

In December 2005, the Chancellor of the Exchequer Gordon Brown asked former FT editor Andrew Gowers to conduct an independent review into the UK Intellectual Property Framework. The review was published on 6th December 2006.

The principle recommendations of the Review are aimed at

- Tackling IP crime and ensuring that rights are well enforced;
- Reducing the costs and complexity of the system; and
- Reforming copyright law to allow individuals and institutions to use content in ways consistent with the digital age.

Clarity

At the heart of the Gowers review is a call for security, simplification and a reduction of costs. Traditionally the workings of our business have been alienating in their use of confusing terminology and unpredictable costs.

As well as providing a fairly priced service to protect your clients' intellectual property, **maze** wants to educate, advise and inform using clear, accessible, jargon-free language.



**Open.
Transparent.
Flexible.
Affordable.**

It's our philosophy that you have direct contact with the person who is doing your work. All **maze** trade mark attorneys have personal responsibility for their clients' portfolios so you can expect a fast, professional and informed service at all times.

The next move is up to you ...

To find out how **maze** can provide a lucrative new revenue stream for your business, contact Sue Jones at **maze**.

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