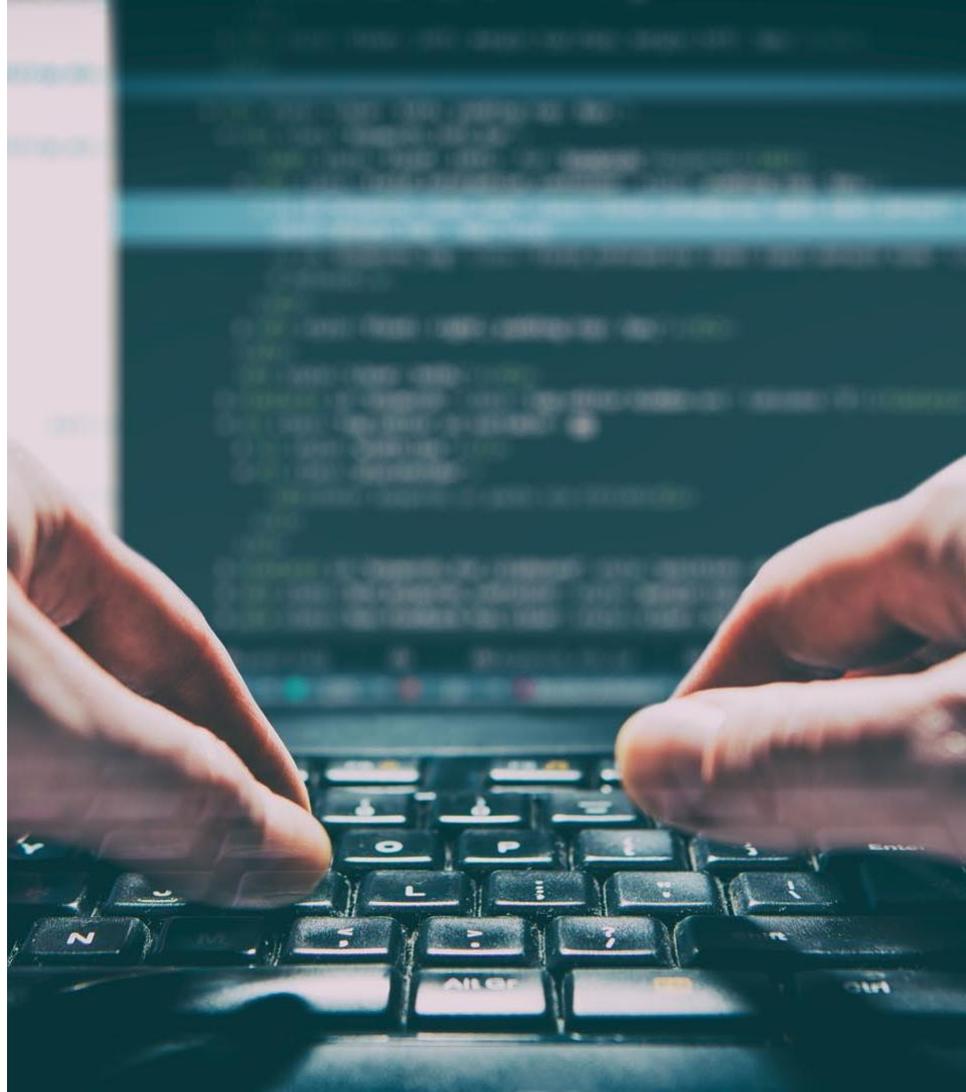


The Brand Runway

Providing options for advertising agencies and their clients for new brand clearance and protection strategies

Georgina Hey, Partner

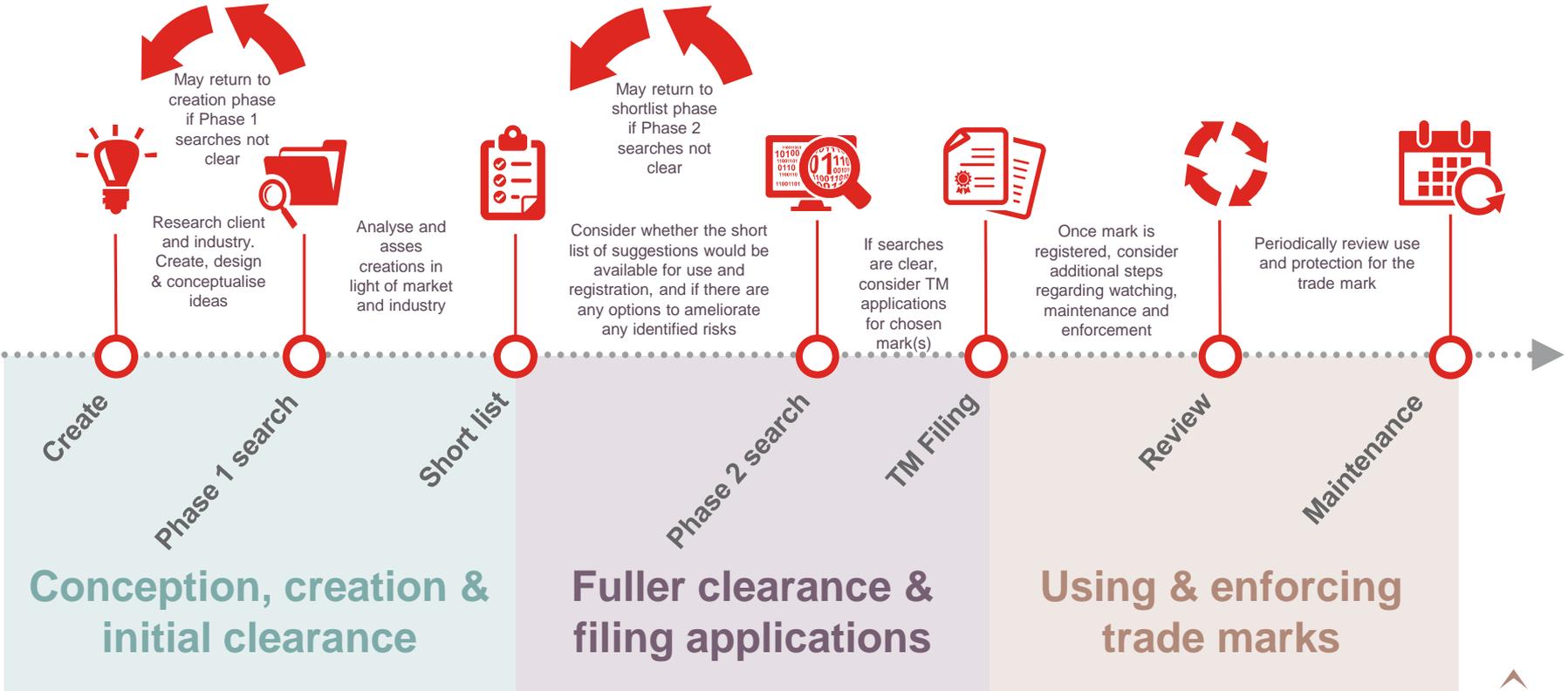


NRF The Brand Runway

- Creating brands and campaigns for clients is one of, if not the, most important part of your advertising agency business
- We understand that as part of your service, you often provide an indication as to whether the created brand or trade mark would be available for use and registration without risk, at times before presenting a proposal to a client
- **The Brand Runway** offers an optional two-phase brand clearance process:
 - Phase 1: for initial comments on numerous potential brands
 - Phase 2: a more in depth risk review for favoured shortlist brands
- **The Brand Runway** is a useful, cost effective, flexible offering, to assist your clients to navigate the often complex IP risk issues involved with getting a new trade mark or brand off the ground



Brand Development: The interaction between creation and legal



The Brand Runway: How does it work?



Phase 1 Search



Phase 2 Search



Filing



Maintenance

Step 1

Step 2

Step 3

Step 4

Step 5

Step 6

Post creation - instructing

You provide us with favoured trade marks (e.g 10 marks) to be searched after the creation phase.

Initial search – report & high level advice

We conduct brief initial searches for the Phase 1 trade marks and provide a high level report (either clear, some issues, or many issues)

Post short list – instructing

You provide us with the trade marks (e.g. 3 marks) to be searched after the short-listing phase.

Fuller search – report & strategic advice

We prepare a ‘traffic light’ summary (example overleaf). If any risks are identified, our report will also include strategic advice for overcoming such risks

Filing & prosecuting applications

If, further to the report, the client wants to proceed with one or more of the trade marks, we can assist with trade mark protection and filing strategies

Maintenance

We can also assist the client with maintenance and enforcement of the trade marks, if this is of interest to the client

The Brand Runway: Flowchart and costs for Australia



Phase 1 Search
\$150 per mark

Covers identical only trade mark searches as well as domain and social media checks

Phase 2 Search
\$1,200 (1 class) or
\$2,200 (up to 3 classes)

Covers trade mark, company, business name and general common law searches, summary report and strategic advice regarding results

If Phase 2 Search is 'green'



If Phase 2 Search reveals potential issues

Filing trade mark application
\$950 (1 class)
\$650 (each extra class)

Covers official filing fees and professional fees

Filing trade mark application
\$950 (1 class)
\$650 (each extra class)
+ Examination costs
(quoted in search report)

Covers official filing fees and professional fees, as well as costs for addressing anticipated examination issues

**(Optional) Bespoke global strategy advice
(clearance and protection)**
\$600 per mark



Drafting bespoke list of goods and services and additional advice regarding filing strategy

Maintenance and Australian watching service
\$250 per mark

Covers professional fees for processing acceptance and registration, our ongoing Australian watch service, monitoring for renewal



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