

February 1, 2022

**Stop the Infringer Before They Become a Problem:
Sign Up for Trademark Infringement Monitoring!**

How do you know if there is an infringer of your trademark registration or someone who has applied for a similar trademark registration? Unless you are actively and regularly monitoring trademark registration databases for new registration applications that are similar to your mark on at least a bi-weekly basis, you probably won't find out until it is too late. Few businesses have the time or know-how to monitor for infringers of their marks. They only find out once the infringer is well established or after the infringer ends up with a trademark registration, all of which seriously complicates resolving the matter.

That is why we recommend monitoring for applications of infringing marks. Our search firm employs sophisticated algorithms to find similar variations of your mark that were either applied for or published in those previous couple of weeks. We review those results and alert you to any mark and application that we recommend taking action against.

We monitor the U.S. registration database bi-weekly for a year for \$250 per mark monitored. If you want something more than U.S. monitoring, additional countries can be added ranging from \$50-\$100. We hope this low fee encourages you to take advantage of this service that has saved so many of our clients a lot of trouble. If a concerning result is found, any advice or action taken on that will be billed at your regular fees.

Why do we do this bi-weekly? Because timing is critical! Once a registration application is published, you have only a month to file a formal opposition against it, otherwise it will register. It is much more complicated to cancel a registration once it is registered than it is to oppose a pending application.

Through this active monitoring service, we have caught numerous infringers early on and resolved those matters before the infringer had an interest in fighting it. Contact your Peacock Law attorney to set this up.