



BrandProtect®. What to consider.

The assessment, infringement monitoring and protection solution for your most valuable asset – your Brand

The Value of your Brand

Brands are assets of considerable potential value to an organisation. The worth of your company's brand is founded on the key elements of recognition, "look and feel" and associated brand attributes. These elements take time, money and effort to build yet can be easily eroded, imitated or stolen. The relentless defending of your brand is therefore an essential part of your business. Through **BrandProtect®** we are able to work with you as your active brand defence partner. **BrandProtect®** is your insurance that the investment in your Brand is protected.

The Importance of Protecting Your Brand In this ever-changing world driven by globalisation and powered by new mediums such as the internet, the vulnerability of your brand is a major issue. Threats of competition are no longer just in your local region, multi-national and international competitors now have the resources and access to tackle you on your own "door step". Defending your brand and maintaining brand integrity are core to your competitive position.

The **BrandProtect™** service

BrandProtect® meets the on-going due diligence requirements of company directors in the protection of one of your company's most significant assets.

BrandProtect® provides you with information required by brand valuation experts to enable you to place a monetary value on your brand.

BrandProtect® then enables you to maintain this value.

Trade Mark/IP services

Piper Alderman has a team of dedicated professionals to provide a comprehensive Trade Mark Attorney Service. Our services include searching trade mark registers in Australia and overseas, preparing and lodging applications for trade mark registrations and responding to Trade Mark Office examination reports.

Our service extends to trade mark monitoring, sale and licensing of trade mark rights, as well as recording licences and assignments. We also regularly assist our clients with brand growth and protection strategies, portfolio management, and advice and representation in trade mark infringement actions.

We can assist with registering trademarks and managing trade mark portfolios throughout the world. Our **BrandProtect®** service is a fixed price regular trade mark infringement monitoring program which is designed bespoke to identify infringing conduct at the earliest possible time.

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Registered proprietors may be expected to be astute to... stop assiduous infringers. If they are not, then they run the risk that when they do come to sue for infringement, there will be a defence. Further, inactivity by registered proprietors may imperil the registrations themselves.

High Court Judgement

BrandProtect[®] involves a six stage process:



Case study

Headquartered in Melbourne Australia, Hanes Innerwear Australia (Hanes) (previously operating as Pacific Brands) is home to some of Australia's most recognised apparel and lifestyle brands including Bonds, Berlei, Bras N Things, Champion, Explorer, Holeproof and Sheridan.

Using Piper Alderman's innovative trade mark monitoring service **BrandProtect**[®], Hanes can identify businesses which start using similar brands and names, so they can take preventative action at the earliest time.



Nicola Adams, Legal Counsel, Hanes

“ Since 2008, Tim O’Callaghan, Eilish Gigney and team have conducted quarterly trade mark infringement monitoring of Hanes’ (formerly Pacific Brands) significant apparel brands in Australia and other key markets relevant to individual brands. We have been very pleased with the quality and responsiveness of the service of this team. The reports we receive are timely, targeted and provide relevant material in an efficient manner, enabling us to take appropriate action to protect our valuable IP assets.



Our firm. Piper Alderman is a commercial law firm with offices in Adelaide, Brisbane, Melbourne, Perth and Sydney. We have over 80 partners and more than 350 staff in total.



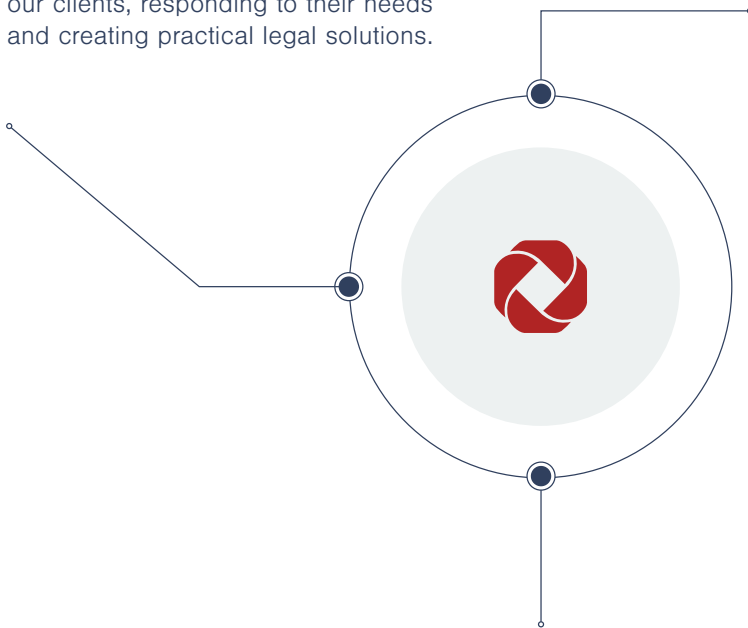
Committed to excellence

Our firm is committed to continual excellence in the practice of law, having been leading advisers to commercial interests across Australia for over 175 years. We have achieved our impressive growth by listening to our clients, responding to their needs and creating practical legal solutions.



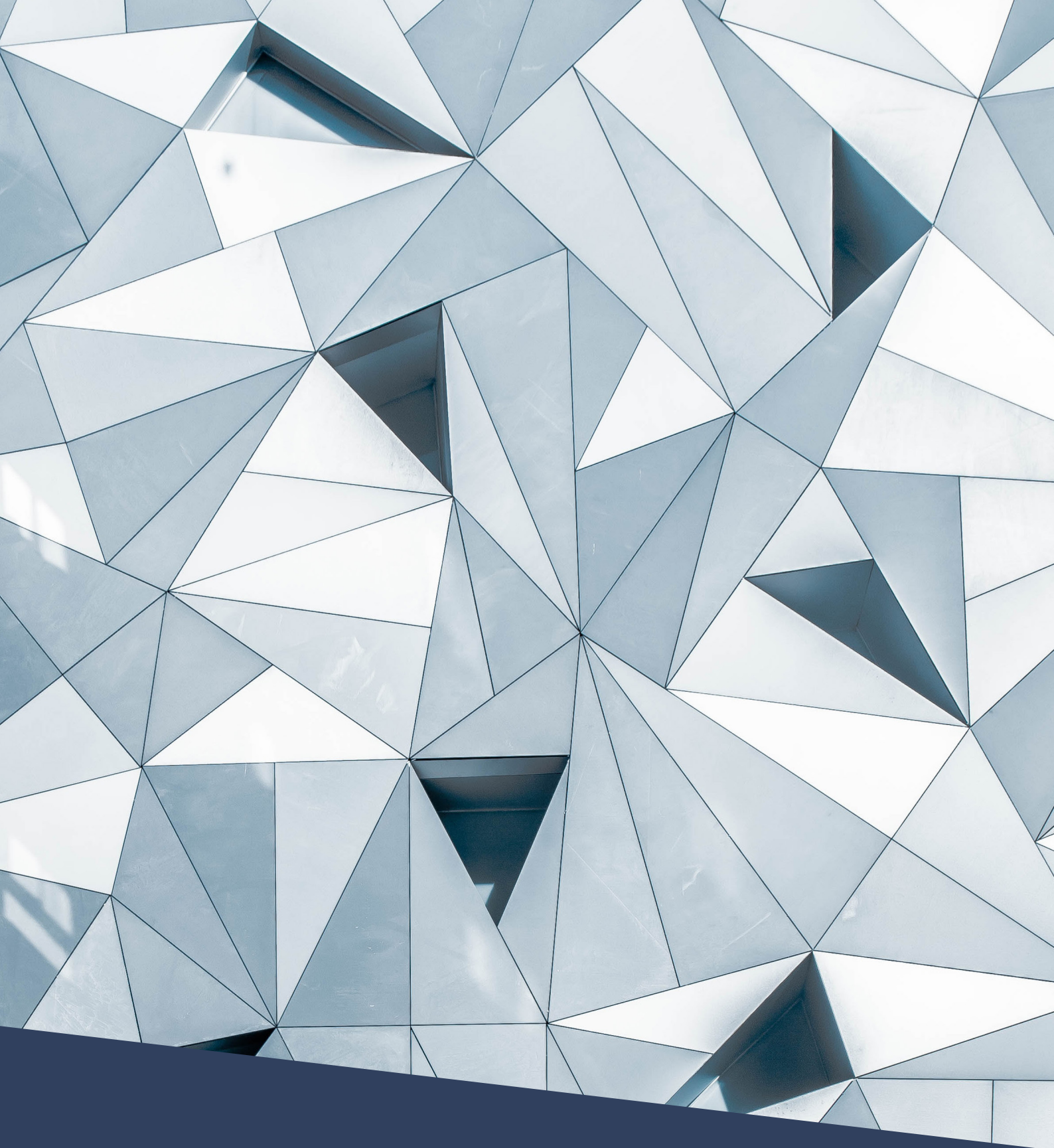
A collaborative team

Piper Alderman is a single, united partnership dedicated to performing as a team and working together with our clients to achieve their business goals.



A national firm

As a genuinely national firm, we work with clients across all states and territories in Australia, as well as several international organisations.



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