



Your Intellectual Property Journey: How to Enforce Your IP Rights



Book a complimentary IP chat session with IPOS International to learn more about how to maximise your intangible assets



Use it or lose it

01

- Trade marks can be revoked for non-use
- Actual use of the mark must exactly match the one you have registered



Enforce abroad

02

- Copyrighted from Singapore — can be enforced in most countries
- 2 major international treaties dealing with IP — Berne Convention and TRIPS:
- Trade marks and design rights are territorial
 - You can (with some very limited exceptions) only enforce your trade marks and design rights to prevent infringement in countries where you have registered



Monitor infringement in 5 steps

03

1. Set up a trade mark alert so you can take action quickly if a third party tries to register a similar trade mark
2. Check online space periodically for counterfeit products or services
3. Establish relationships with network of distributors and stores who will be able to inform you of infringements
4. Provide a reporting channel
e.g. on your website
5. Monitor customer feedback for evidence of infringement



Enforce your IP

04

- Litigation costs can be prohibitive
- Consider alternative ways to resolve disputes:
 - Informal communication with the infringer
 - Mediation
 - Arbitration
 - Negotiation
 - Use of technology
(e.g. YouTube's Content ID software)



Communicating with infringers

05

- Many infringers are oblivious to IP and will apologise if you bring the infringement to their attention
- Don't threaten copyright or trade mark infringement against middlemen (distributors, vendors) without legal advice – you could get sued for making groundless threats of infringement
- Be specific and firm in your communications
e.g. provide clear deadline for resolution of infringement

