

## **BREXIT AND YOUR TRADE MARKS**

Although the UK has voted to leave the European Union, there is no immediate impact on the scope of your registered EU Trade Mark rights. EU Trade Mark registrations continue to have effect in the UK as well as the other 27 countries of the EU.

It will take a number of years for the new legal landscape to emerge, but it is reasonably safe to conclude that there will be a mechanism for validating the effect of EU Trade Mark registrations in the United Kingdom by way of a conversion procedure without loss of filing date, whilst at the same time retaining the benefit of protection in the remaining EU countries.

Against this background, Murgitroyd is not recommending filing UK national applications for existing European Union Trade Marks. We shall, however, continue to monitor relevant legislative provisions on your behalf and update our advice as required.

For Trade Marks used in the UK and in other EU countries that are currently unprotected, it is in our view now prudent to file a UK national application alongside an EU application. Given that the ultimate conversion procedure will inevitably involve a significant degree of paperwork and an associated cost, it makes sense to use the tried and tested process of a UK national application to protect new brands, rather than relying upon an as yet untested conversion procedure at some future date.

Please contact your usual Trade Mark attorney to discuss any issues which may be causing you concern in the knowledge that, at Murgitroyd, with our network of European offices, multi-jurisdictional rights of representation, and a wide variety of EU language skills, we are well placed to deal with any eventualities.