

International Trademark Filing

Global Trademark Protection

Achieve greatest protection with maximum cost effectiveness

- Trademark protection is limited to geographic location
- International trademark registration is recommended; however, registration in every country may not be practical for some companies
- Strategic planning is recommended to maximize protection benefits
- It is also recommended to create a plan for priority countries and utilize cost effective filing and enforcement strategies
- Questions to Consider in Strategic Planning
 - Where to file:
 - Sales
 - Distributors
 - Manufacturing
 - Future expansion
 - Infringement hot spot
 - How to file : *(sample rates included on right)*
 - Madrid
 - National
 - Regional
 - How to enforce your rights :
 - Monitoring
 - Import control
 - Legal action

The Ollila Law Group global trademark expertise:

- We focus exclusively on IP law and have an extensive network of foreign IP counsel
- We offer centralized prosecution and management of your IP portfolio
- We use our expertise to develop a global IP strategy tailored specifically to your business needs

International Trademark Application Rates*

New Madrid Agreement or Madrid Protocol application based on one single existing U.S. application or registration

(Single International Class, includes some preliminary clearance)

Base Madrid application

Base fees (black and white) \$1,600.00

Base fees (color) \$1,900.00

Individual country fees within Madrid:

Europe

European Union \$1,200.00

Norway \$ 400.00

Russia \$ 100.00

Switzerland \$ 500.00

Turkey \$ 300.00

Asia and Oceania

Australia \$ 400.00

China \$ 300.00

India \$ 100.00

Japan \$ 150.00

South Korea \$ 300.00

New Zealand \$ 200.00

Singapore \$ 300.00

Vietnam \$ 150.00

South/Central America

Colombia \$ 400.00

Mexico \$ 200.00

National applications/ Non-Madrid countries

(Single International Class, no searching)

Brazil \$ 2,700.00

Canada (filed on use basis) \$ 2,200.00

Hong Kong \$ 2,200.00

**The above rates are for basic filing fees, registration fees, and searching, if included, and do not cover the costs of complex prosecution such as responses to office actions, defense of oppositions, etc.*