FICPI HOUSE MARKS

THE BIG PLAYERS ON THE BLOCK

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House marks in different industries, e.g. fashion, pharma, FMCG – distinguishing characteristics of house marks by industry

- Some industries, generally speaking, use ‘house marks’ differently and perhaps to mean something slightly differently.

- Are house marks a good thing?

- Why use a house mark?
Overlaps between house marks and primary branding

BY PAUL SMITH

Paul Smith

Calvin Klein

JIMMY CHOO

YVES SAINT LAURENT
Strategic planning – looking ahead for changes in house marks – trends by industry

- How should one proactively protect the business?

Infringement issues relating to house marks

- Can a house mark help avoid infringement issues with product marks?
- Consider THOMSON LIFE case and UBS SMARTWEALTH.
Validity issues relating to house marks

- Making valid use of house marks
- Challenges at EU IPO to proving use

Unregistered rights and house marks

- Unregistered rights in house marks and continued rights when a house mark is combined with another mark as part of a merger
Thank You

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