

AA THORNTON

INTELLECTUAL PROPERTY LAW

FICPI HOUSE MARKS

THE BIG PLAYERS ON THE BLOCK

Ian Gill

AA Thornton

15th August 2019





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



YVES SAINT LAURENT



Calvin Klein

JIMMY CHOO



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

Ian Gill

Partner, Patent & Trade Mark Attorney

DL: +44 (0) 20 7440 6841 E: isg@aathornton.com

W: aathornton.com