

Global Trademark Renewal Services

Novagraaf's global trademark renewal services provide you with a reliable and efficient way of maintaining your trademark assets. Using our extensive experience in trademark portfolio management and powered by technology, we have created a lean process that allows us to interact with your IP department and/or service providers in a variety of effective ways.

Trademark renewal management

After carefully building up your trademark portfolio and aligning it with your commercial goals to maximise the value creation for your organisation, you will want to award the maintenance of this portfolio to a trusted and efficient partner. Novagraaf's long heritage and global reach enables us to provide high quality worldwide renewal services for our clients that minimise risk, cost and administrative demands.

Tech-enabled services tailored to your needs

We offer our clients a range of global trademark renewal services, so that they can choose the level of support that best meets their needs. This includes:

Seamless integration with your IP technology and processes

Novagraaf offers several options to connect with your IP management system to ensure hassle-free trademark renewal instructions, and to provide status updates after the renewal is completed.

Always up to date

Our proprietary online trademark management tool, EasyIP, ensures you will always be kept up to date. This includes providing portfolio insights, even for those trademarks that are not handled by Novagraaf. Every step in the process and all documents used during the process will be made visible in EasyIP or linked directly to your IP management system.

Optimal official document flow

Our system holds the latest and most up-to-date documents required for each country. This allows us to process the necessary formal documents and request the necessary signatures and powers of attorney in the way that suits you best.

Budget management

Make the most of your budget by working with Novagraaf. Due to our worldwide agent network, we have negotiated the best possible prices to ensure our tariffs are very competitive. We emphasise transparency and predictability to ensure you know exactly what you will pay and when.

Data verification

Handling trademark renewals requires considerable checking and verification. We will verify your data using our proprietary, automated tool against a broad range of available data. After detecting any discrepancies for you in the data, we will manage these discrepancies in a structured way to achieve the required outcome.

Complementary services

Novagraaf provides IP services along the full trademark life cycle, enabling us to support your renewals programme as required. Typically this includes verifying trademark data, recording assignments or managing recordals.



Easy, transparent and connected

To instruct us to manage your trademark renewals you simply need to provide us with an export of your trademark renewal portfolio. Upon receipt of this information, we will carry out an integrity check to validate the trademark data. Your renewals will be handled by a dedicated team and managed via EasyIP to ensure you are always up to date about the status of the process.

Why work with us?

Our global presence and long-standing heritage in IP enables us to offer our clients:

- Flexible solutions customised to your needs;
- Full integration with your technology and processes;
- Automated data verification;
- A dedicated trademark renewals team;
- A competitive worldwide agent network;
- Transparent and predictable pricing; and
- Access to Novagraaf's proprietary tool, EasyIP, which facilitates web-based instruction and provides data insight to inform IP decision making.

Get in touch

To find out more about Novagraaf's services and our pricing structure, or if you have any other questions about trademark renewals, please contact our experts by email at IPservicesTM@novagraaf.com.