

Global Trademark Portfolio Management

Most companies are looking for opportunities to increase the effectiveness and improve the cost efficiency of trademark portfolio management, but each organisation has different needs and expectations. What they all have in common is the need to find the right balance of in-house and external support to make their portfolio management practices best-in-class. We developed our Global Trademark Portfolio Management service to provide companies with the tailored advice they need to achieve this goal.

We know from supporting customers worldwide that organisations choose to structure their IP departments and portfolios differently.

Some companies prefer to conduct all their trademark portfolio management in-house. This offers the advantage of control, but the risk of burdening staff with administrative tasks that prevent them from achieving their other more strategic responsibilities effectively.

Other companies choose to outsource all their trademark management work, adding value, and saving time and money. This solution requires excellent communication with the relevant third-party suppliers and relies on strong leadership from the business in communicating its strategy externally.

A hybrid approach is another popular option, with some tasks in-house while others, often the recurring administrative activities, managed externally by a well-equipped service provider.

Whatever approach you choose, it's important to regularly assess whether your current practices, processes and suppliers are meeting not only your current needs but also your needs, budget and strategy for the next five years or more.

Discover our customised solution

Novagraaf's Global Trademark Portfolio Management solution was designed to assist our clients with the challenging task of structuring and restructuring an IP department and portfolio. Supported by an experienced and dedicated human team, combining extensive legal knowledge and experience supported by innovative technology, we're excited by the benefits it brings to our clients in terms of cost efficiency, transparency, quality and effectiveness.

Our clients enjoy benefits such as:

- A dedicated team of IP professionals
- Agile, customised and focused solutions
- A commercial and pragmatic approach to IP management
- A single digital repository of all IP assets, with secure remote portfolio access
- Financial efficiencies, and enhanced control and predictability over budget planning
- Informed decision-making based on data-driven insights, and
- Coordinated brand protection and enforcement against offline and online infringements.



Looking for a way to do more with less?

- Become more effective
- Reduce costs
- Design a data-driven strategy

Find out more about [Global Trademark Portfolio Management](#).

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Four Steps to Best-in-Class Trademark Portfolio Management



Set yourself up for success with our proven four-step process:

STEP 1: Validate your portfolio

One of the problems businesses face with trademark portfolio management is historical. Many companies don't know or don't have a good understanding of their portfolio or the status of their IP assets it contains.

That's why portfolio validation is an important cornerstone in our Customised Trademark Portfolio Management solution. We undertake this exercise at the outset of our collaboration and then at routine intervals after. By identifying brand rights that are unprotected (or overprotected) and trademarks that require recordal work or are coming up for renewal, for example, this validation also allows you to start with a clean slate.

STEP 2: (Re)Define your strategy

An effective trademark portfolio management strategy requires a multi-stakeholder approach, involving marketing, product development, sales, communications and the business as a whole. The IP strategy should identify clearly:

- Expected business and product development goals
- Anticipated geographical focus, including any new geographic markets
- Budget
- Priorities for expansion or consolidation around brands
- Potential challenges or pitfalls
- Gaps or weaknesses in the current portfolio

Gathering that insight will help you build an IP portfolio that will support your business strategy, and enable you to identify not only the assets you hold but also their efficiency, effectiveness and value to the business.

Once you know which trademarks in your portfolio you don't need or don't use, you can identify where there are opportunities for further monetisation through licensing or internal exploitation.

STEP 3: Streamline and automate your processes

By establishing a single point of contact, time-consuming correspondence and invoice management tasks will be scaled back. Through smarter management of resources, your team can be empowered to make proactive trademark and portfolio decisions. Our data-driven reports and targeted information will enable you to make informed decisions, control your budget and communicate your IP strategy effectively.

STEP 4: Address IP challenges

Any good trademark portfolio management approach will engage especially with areas where there are known difficulties. This might include, for example, emerging counterfeiting threats online or challenges enforcing your portfolio in China.

Any market that is important to your business deserves special attention, but all jurisdictions can benefit from a comprehensive approach to trademark registration, watching and enforcement. Attention given to educating stakeholders in your business, including licensing partners, manufacturers and suppliers, can also pay major dividends when it comes to protecting the integrity of your trademark portfolio.

Finally, we make sure you are kept up to date with any changes in legislation or procedures that may affect your trademark portfolio management processes.

Contact us about our Global Trademark Portfolio Management at customerservice@novagraaf.com.

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