

## THE IMPORTANCE OF TRADEMARK MONITORING

Advances in technology have undoubtedly change the way consumers make their purchases decision, behind us are the days were traditional publicity was published in newspaper or shown in TV commercials. The digital era brings new demands in terms of the way companies monitor and keep safe, one of their most valuable assets which is their BRANDS.

There are many reason why companies should take care of Trademarks, 1) they distinguish your products and services from others, 2) they indicate quality levels 3) companies invest lots of money in them and 4) it's one of the most effective ways to communicate with consumers.

It is important to protect and manage your trademarks by maintaining your brand portfolio monthly monitored.

This action is of high value to keep your business informed about any trademarks publication that can interfere with your intellectual property rights.

For more information on this matter, do not hesitate to contact us



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