



BRANDFORGE

Two experts. One process. Zero surprises.

BrandForge delivers a seamless service from brand inception to brand protection, uniting the legal expertise of leading trade mark attorneys at Potter Clarkson with the creative strength of specialist digital and design agency Simdure.

potterclarkson.com

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Two experts. One process. *Zero surprises.*

Protect your brand, from idea to asset.

BrandForge delivers a seamless service from brand inception to brand protection, uniting the legal expertise of leading trade mark attorneys at Potter Clarkson with the creative strength of specialist digital and design agency Simdure.

It is a unique combination that will help you craft a distinctive, market-ready brand and visual identity that is legally and commercially robust saving you time and budget while reducing infringement risk and avoiding costly rebrands.

How will BrandForge benefit you?

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7 Steps to launching a brand.

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How will combining the creative side of the branding process with trade mark clearance and protection benefit you?

Traditionally, creative agencies and IP lawyers have operated in separate worlds. Yet when they come together from day one, the benefits are immediate and far-reaching. You will:



Enjoy robust long-term brand protection

From the outset, the brand is built with enforcement, expansion, and longevity in mind not just short-term visual impact.



Maximise your brand's commercial value

A brand that is registrable and protected will grow to be a tangible business asset, an asset you can use to drive investment, licensing, franchising and exit opportunities.



Be less likely to hit a naming dead-end

Creative ideas must be assessed for legal viability early, reducing the risk of falling in love with a name that can't be registered or used.



Create stronger, more distinctive brands

Trade mark attorneys help steer the creatives toward names and identities that are distinctive, defensible and easier to enforce without killing the originality that builds strong brands.



Enjoy a faster route to market

Parallel creative development and legal clearance avoids late-stage rework, helping brands launch sooner and with confidence.



Minimise the risk of costly rebrands

Early clearance and strategic guidance significantly lower the risk of objections, oppositions, or infringement claims that would force expensive rebranding later.



Create a long-term, fully integrated brand strategy

Having legal insight will inform not just what to protect, but how and where, mapping your brand strategy directly to your long-term growth plans from the outset.



Have total confidence you are safe to launch

Having a creatively exciting, legally cleared and ready-to-enforce brand will give you the peace of mind at the investment and launch stage.



Enjoy far greater cost certainty

Early-stage guidance saves you money by avoiding repeated searches, re-designs and re-filings.



Have a seamless brand creation experience

Designers and lawyers working together reduces miscommunication and duplication of effort again giving you a more time and cost-effective experience.

From idea to asset:

BrandForge's creation-to-clearance process

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We have developed a very straightforward 7-step pathway to turn your brand ideas into legally protected commercial assets.



- 01 **Foundation and alignment**
Learn about your vision through our branding questionnaire.
- 02 **Creative exploration**
Develop two brand routes with names and logos.
- 03 **Early risk trade mark sense check**
Initial UK Trade Mark Registry clearance searches for legal blockers*.
- 04 **Reveal and refine**
Present concepts and refine based on feedback.
- 05 **Clearance for confidence** (optional)
Full clearance search for legal certainty.
- 06 **Lock-in the look**
Finalise brand assets and deliver guidelines.
- 07 **Secure your asset**
Protect your brand with tailored trade mark filings.

Step

01 Foundation and alignment

Simdure will start by finding out all about you and your vision. This is done using their proprietary online branding questionnaire which gives their creative team everything they need to begin the creative process whilst ensuring strategic and creative alignment from day one.

Step

02 Creative exploration

Once the completed questionnaire and the fixed fee of **£845** is received, the brand concept development begins. The creative team will develop two distinct brand routes, including name and logo concepts as required.

These initial concepts are typically developed within one working week to keep the process moving.

Step

03 Early risk trade mark sense check

Before you invest emotionally and financially in either direction, Potter Clarkson will conduct an initial UK registry screening of the two brand routes, covering up to three classes, checking for identical names and/or logos and guiding the creation of alternatives as required. This initial search should flag any clear legal blockers early to help you make the right decision*.

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Step 04 Reveal and refine

The shortlisted concepts are unveiled on a short video meeting during which Simdure presents the two design concepts and explain how and why they have chosen these routes to bring your brand story to life.

One round of refinements of your chosen concept, and an additional search, is included in the fixed fee. The updated concept is typically delivered within 2–3 working days.

Step 05 Clearance for confidence (optional)

Before making a final commitment, we will always recommend a full clearance search of your chosen brand name and/or logo (£1,200). This includes a comprehensive common law risk analysis, domain and online use checks, and detailed advice should any substantial risks be identified.

This stage transforms a strong brand into a defensible one.

Step 06 Lock in the look

Now it's time to sign off your brand assets. On approval, Simdure will deliver your finalised logo suite in all major formats, along with a concise brand guidelines sheet so you have full control for launch.

Step 07 Secure your asset (optional)

With the brand finalised, Potter Clarkson will convert the brand into fully protected IP right by:

- Designing a tailored trade mark filing programme
- Drafting robust goods and services specifications
- Filing in the UK and coordinating overseas registrations where needed

Your brand is now not only ready for launch but also legally protected and ready to create the commercial and financial value.

BrandForge: Costs at a glance

Fixed Fee

£845 (exc. VAT)

Full Clearance Search

£1,200 (exc. VAT)

***Disclaimer:** The initial UK Trade Mark Registry clearance searches are valuable, but they cannot be entirely relied upon due to the constantly changing nature of trade mark data. Registers may not capture very recent filings, and non-registered rights may still present risks despite not appearing on the register. Overseas applications may also carry earlier priority dates that will not be visible until they are filed in the UK. As the searches rely on extensive datasets that may contain errors, they cannot provide an absolute guarantee of freedom to use or register a mark; however, they do offer a strong indication of any existing rights.

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What's next?

If you would like to begin the BrandForge process, please email us today at trademarks@potterclarkson.com to arrange a free initial discussion with one of the BrandForge team.

[View the BrandForge team. —————>](#)

We work with you to ensure your business has the best possible start.

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A proven approach

“ Potter Clarkson understands our business well and works with us as business partners. They understand that our business is fast-paced and ensure they meet our expectations.

Chambers and Partners, 2024

“ They emphasise the importance of building strong customer relationships and strives for the firm to operate as an extension of the client’s in-house team, facilitating a smooth and painless 360-degree patent service.

IAM Patent 1000, 2024

IAM Patent 1000

The World’s Leading Patent Professionals

Managing IP

IP STARS

Financial Times

Europe’s Leading Patent Law Firms

Legal 500

Chambers and Partners

WTR 1000

The World’s Leading Trademark Professionals

From our clients

“ We chose Potter Clarkson as they take a very different approach to IP, starting by looking at our business plan and at what we are trying to achieve commercially.

It is very much a collaborative approach with an aligned view on how IP fits into the overall business objectives.

Playcart



“ We knew we needed to protect our IP but didn’t know exactly how. Potter Clarkson’s innovation capture session took us through a logical and engaging process to distil out the protectable innovations in our ideas.

They have been masterful in bringing our tech team up-to-speed with IP thinking, pitched perfectly for their backgrounds and operations.

Closed Loop Medicine

Protect your brand,
from idea to asset.



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