



Potter Clarkson

Maximising the Value of Brands



OUR SERVICE OFFERINGS
MAXIMISING THE VALUE OF BRANDS

HOW WE WORK

A genuine full service offering

Potter Clarkson is more than a traditional trade mark and patent firm.

Our combination of trade mark and patent attorneys, litigators, and IP solicitors, provide clients with instant access to all the advice they need from one source.


Bringing our expertise across all areas of IP law—patents, designs, trade marks, copyright, litigation, and licensing—we provide IP consultancy tailored to your needs with clear and measurable outputs.





POTTER CLARKSON
MAXIMISING THE VALUE OF BRANDS

How we can help:

-  TRADE MARK REGISTRATION
-  ENFORCEMENT AND DEFENCE
-  DUE DILIGENCE AND BRAND VALUATIONS
-  ONLINE SURVEILLANCE
-  DOMAIN NAMES AND UDRP

About us

Our fully integrated brands team brings together trade mark attorneys and IP solicitors to ensure every brand owner we work with enjoys seamless, end-to-end brand protection alongside faster, more complete responses to every opportunity or risk.

By combining technical expertise with strategic legal insight, our team excels in supporting every stage of a brand's lifecycle, from creation and global trade mark registration to enforcement, defence, and portfolio development.

Unlike other firms, our brand service is also comprehensive, extending to transactional due diligence, brand valuation, online monitoring and marketplace action, as well as domain name strategy and dispute resolution.



Our team excels in supporting every stage of a brand's lifecycle.

By working closely across both sectors and jurisdictions, our trade mark attorneys and IP lawyers deliver the clear, actionable but always commercially focused advice today's brand owners need to safeguard and maximise their brand assets worldwide.



OUR EXPERTISE

MAXIMISING THE VALUE OF BRANDS

The trade mark attorneys in our brands team can act directly before the UKIPO and EUIPO, as well as in Ireland, Sweden, Denmark, Norway, and Finland.

This ensures seamless representation across the major European IP offices.

Our IP lawyers meanwhile, are experienced in most major commercial courts. This gives clients broader litigation and enforcement coverage when disputes extend beyond pure trade mark matters.

And if there is an opportunity for a negotiated settlement, our experts and qualified mediators have the experience and acumen to secure a commercially advantageous solution.

For all other global jurisdictions, we can call on trusted local representatives from our extensive, long established network of overseas associates.

This means we can instantly deliver high-quality, coordinated support at competitive rates wherever your brand needs protection.

Our European offices

6 + 200
OFFICES EMPLOYEES

[CLICK TO VIEW
OFFICE DETAILS](#)





OUR BRAND EXPERTISE

MAXIMISING THE VALUE OF BRANDS

01 | Identify

IP SOLICITORS TAKE CARE OF:

- Establish the contractual frameworks needed to govern, for instance, ownership

TRADE MARK ATTORNEYS TAKE CARE OF:

- Audit and analyse your IP
- Help you set your brand strategy

TOGETHER WE WILL:

- Clearance and registrability
- Establishing brand strategy

02 | Protect

IP SOLICITORS TAKE CARE OF:

- Generic top-level domain (gTLDs)
- Pre-action correspondence
- Settlement negotiation/arbitration/mediation
- Reputation management
- Assignments

TRADE MARK ATTORNEYS TAKE CARE OF:

- File TMs, designs, domains
- Ongoing advice on brand strategy
- Portfolio management (domestic and international, inc IE, and NO)
- Recordals

TOGETHER WE WILL:

- Assert your brand vs infringement
- Assert your brand vs counterfeiting
- Ensure your regulatory compliance

03 | Exploit

IP SOLICITORS TAKE CARE OF:

- Licensing
- Franchising
- Collaborations
- Development of business models
- Acquisitions

TRADE MARK ATTORNEYS TAKE CARE OF:

- Recordals
- Clear, adapt, and extend portfolio of brands
- Trade mark watching services
- Online brand protection services

TOGETHER WE WILL:

- Maximise the commercial value of your brands

04 | Enforce

IP SOLICITORS TAKE CARE OF:

- Infringement actions
- Litigation
- Settlements/mediation/arbitration/co-existence
- Contractual/Ancillary Rights Disputes

TRADE MARK ATTORNEYS TAKE CARE OF:

- Customs enforcement strategy
- Online marketplace takedowns
- Managing registry disputes

TOGETHER WE WILL:

- Enforce your brands
- Online enforcement
- Customs enforcement
- Enforce your domains



OUR BRAND TEAM

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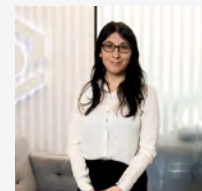
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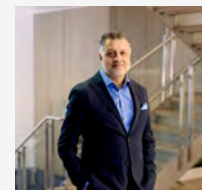
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OUR BRAND TEAM

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CLIENT SOLUTIONS

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SafeLaunch

[FIND OUT MORE](#)

Give your new brand the right start. Trade mark clearance that helps you move forward with clarity.



BrandForge

[FIND OUT MORE](#)

Two experts. One process. Zero surprises. From idea to asset, built to be distinctive, defensible and ready to launch.



A PROVEN APPROACH
MAXIMISING THE VALUE OF BRANDS

Our Awards:

IAM Patent 1000
The World's Leading Patent Professionals

Financial Times
Europe's Leading Patent Law Firms

WTR 1000
The World's Leading Trademark Professionals

Legal 500

Managing IP
IP STARS

A proven approach



Potter Clarkson is a top-notch firm when it comes to trade marks. The team handles all instructions promptly and with the utmost professionalism. They are always available to help, going above and beyond to provide valuable insights and explain complex matters in a clear and accessible manner.

World Trademark Review (WTR) 1000
2026



They have a highly professional legal team that prioritises clients and spares no effort to prevent any damage to their IP rights.

Legal 500
2026



Brand Protection

For more information, please reach out to:
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