



**ARE YOUR CLIENTS'  
TRADE-MARKS  
WELL PROTECTED?**

**ESC TRADE-MARK SOLUTIONS**



## ESC TRADE-MARK SOLUTIONS FOR LAW FIRMS

As a lawyer needing to increase billable hours without compromising quality, you need a solution that removes obstacles to growth by evolving the services your firm provides so you can meet customer's expectations.

Intellectual Property matters are increasingly part of every lawyers practice. Matters of this nature can sometimes challenge the firms' ability to work efficiently and effectively when IP is not at the cornerstone of the practice.

For more than 25 years, ESC's team has been helping professionals and companies protect their trade-marks, without interfering in privileged client relations. You maintain your relationship with your clients, and you help them to protect their interests.

Don't refer your clients away for Canadian, U.S. or Global trade-marks services; let your trusted and proven service provider handle these on your behalf, by saving your customer money while retaining a full service relationship.

### ESC Offers:

- *Trade-mark availability searches*
- *Registration, assignment and renewals of trade-marks*
- *Trade-mark watching services*
- *Due diligence audit of IP portfolio of a client*
- *Representation before Canada's Trade-mark Opposition Board*
- *General support for your clients, including:*
  - *Ordering official documents*
  - *Preparing arguments*
  - *Drafting affidavits*
  - *Case law searches*
  - *Preparing assignments etc.*
- *Registration and assignments of copyrights*
- *Recordation of security agreements on trade-marks*



Help your clients succeed: suggest registering a trade-mark!

## **COST EFFECTIVE SOLUTIONS AS A VIRTUAL EXTENSION OF YOUR LAW OFFICE**

Preparing an application for trade-mark registration and tracking the process can be complicated and tedious. Turning to qualified professionals saves you time and money. We charge a set rate for most of our services, based on a fee schedule. Whether you need a trade-mark availability search or if you simply need to register a trade-mark, there will be no unpleasant surprises. Everything is clear, organized, and fully detailed. We look after your client alongside you.

## **YOU HAVE INCORPORATED YOUR CLIENT BUT WHAT ABOUT THE INTELLECTUAL PROPERTY?**

As the IP asset that preserves your clients' corporate and product brand and identity, a trade-mark must be intelligently created, meticulously protected and carefully maintained. It can be an on-going challenge helping your clients grow, enforce, protect and maintain a trade-mark portfolio that ultimately aligns with their business.

Working together on behalf of your clients, ESC's Trade-mark team can span the entire trade-mark lifecycle - from trade-mark clearance to assisting with administrative prosecution-driven tasks to enforcement and trade-mark maintenance.

## **WE PROTECT TWO OF YOUR MOST VALUABLE ASSETS: YOUR CLIENTS AND THEIR TRADE-MARKS**

**Call today...1 (800)-668-8208 | (416) 595-7177**

# SERVICE. EXPERIENCED. ESC CORPORATE SERVICES

Manage your firms' operational efficiencies while limiting risk by using ESC's trade-mark services as a strategic advantage. Join the many firms who have experienced the benefit of satisfying customer trade-mark requirements while maintaining the customer relationship and offering cost effective solutions.

**Call ESC today to learn more and  
connect with our Trade-mark team.**

For more information:

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