



LADAS & PARRY LLP
NEW YORK · CHICAGO · LOS ANGELES · LONDON · MUNICH

Trademark Maintenance

When maintaining your global trademark portfolio, Ladas & Parry LLP will:

- ◆ Notify you well before your rights are due to expire.
- ◆ Renew your trademark registrations.
- ◆ Make payments required to keep your rights in force, e.g. tax payments where required.
- ◆ Advise you of additional maintenance requirements, such as user requirements, etc.
- ◆ Alert you to changes in law or practice that affect your rights and advise how to satisfy new requirements.
- ◆ Coordinate chain of title, registered user, license and security interest records.
- ◆ Ladas Exchange® Online Maintenance Wizard allows you to instruct renewals for your portfolio of brands online. **NEW!**



Global Trademark Maintenance Program

Ladas & Parry LLP enjoys an enviable global reputation for our success in protecting trademarks worldwide for clients from start-up companies to some of the world's largest multinationals. We are experts in the intricacies of trademark practice in the United States and throughout the world. Once a trademark registration has been secured the registration must be maintained. As trademark registrations are granted for specific periods in each jurisdiction, they may be maintained

indefinitely by periodically renewing them. This involves a significant amount of work in some jurisdictions. Ladas & Parry LLP is organized to take on the various details associated with maintaining and renewing trademarks in the United States and abroad. We have designed our own proprietary computer-based system for maintaining trademarks worldwide and we regularly update our system to incorporate any changes in trademark laws, regulations or practice.

Advantage Renewal Program

Details on page 4

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How the Trademark Maintenance Program Works

We send computer-generated Renewal Instruction Requests, in duplicate, which contain:

- ◆ The individual trademark registration particulars, including goods/services, that are due for renewal.
- ◆ The due date for renewal or maintenance action.
- ◆ An estimate of charges for attending to renewal or maintenance action.
- ◆ Notice of requirements, other than renewal, to maintain registration.
- ◆ Indication that chain of title must be recorded, if applicable.

Clients then indicate their renewal instructions on the form, return the form to Ladas & Parry LLP and retain the duplicate copy for their records. If we do not receive instructions in a timely manner, we automatically send subsequent reminders to our clients. If no instructions are received by the due date, we take no action and update our records to indicate that the registration has lapsed, all at no additional charge to our clients.

*It's not over when
it's registered*

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Retaining Ladas & Parry LLP

When you engage Ladas & Parry LLP to manage your trademark maintenance program, if you are a new client, we will review your trademark portfolio, enter your portfolio on our computer records and send you a schedule of your trademarks as entered on our records.

Budget your Trademark Renewals

Our trademark maintenance system provides you with an annual budget projection for your renewal program.

Payment to Ladas & Parry LLP for These Services

We offer quality maintenance and renewal services at competitive rates. We do not charge for merely maintaining trademark registrations on our records nor do we charge for sending notices that renewal fees are due.

We effectively manage the complexities of foreign currency requirements as a result of our broad international experience. Regardless of the currency involved in the renewal, Ladas & Parry LLP may be paid in either US Dollars or foreign currency as the client prefers.

Advice and Consultation

When renewal and maintenance actions require more than the payment of fees, Ladas & Parry LLP works with clients to develop the appropriate information and documentation to proceed, to help ensure that rights are not lost by the filing of incomplete documents and information. In certain circumstances, we also assist clients in taking appropriate steps to comply with user requirements. Where trademark rights are the subject of license agreements, registered user agreements, security interests or unrecorded changes in ownership, our Renewal Department works closely with our firm's Mergers, Assignment and Licensing Department to ensure that all of these issues are properly addressed.



Renewing your Trademark

When we confirm that your trademark registration has been renewed we provide you with the actual certificate of renewal with a translation of the pertinent details. Together with the certificate we include information pertaining to requirements under local law necessary to keep the registration in force and immune from attack. In addition, we place the renewal details on our proprietary computer records to enable us to inform you of the next renewal date.

Our staff carefully examines certificates for accuracy, which is of particular importance as many are in foreign languages and/or foreign characters. When necessary we arrange to have the Trademark Office correct inaccurate or incomplete certificates, thereby ensuring that the owner's rights are correctly recorded.



Maintenance Wizard - IP Maintenance Instructions Online

The Maintenance Wizard allows you to instruct renewals of trademarks, patents, etc. and send other maintenance instructions for your IP portfolio.

The Wizard displays all cases where instructions are awaited or allows you to select such cases by various search criteria. Once the results are displayed, you can select the appropriate instructions from the drop down menu of each case. You can even add comments to your instructions. More information about each case is available by clicking the "L&P Case Number" link.

When you have finished selecting instructions, a review page is presented to ensure that your instructions are accurate. Once you have thoroughly reviewed your selections, you can confirm your instructions.

1. Select an action for each one of the Trademarks displayed below by selecting a value from the dropdown in the "Instructions" column
 2. If there are more Trademarks than fit on one page, make sure to navigate to the other pages.
 3. When finished with all pages, click "Review and Finalize" below. Changes will NOT be recorded in our system until you review and finalize your choices.
 Click here if you need further help.

97 items found, displaying 1 to 10.
 (1) 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Next | Last

Due Date	Event	L&P Case No.	Trademark	Class (es)	Registrant	Jurisdiction	Estimated Total Fees	Instructions	Comments
Jan 01, 2006	Tax	18004554		12		Cayman Islands		No Instructions	Comments...
Jan 01, 2006	Tax	18004555		16		Cayman Islands		No Instructions	Comments...
Jan 01, 2006	Tax	182024363		39		Cayman Islands		No Instructions	Comments...
Jan 06, 2006	Next Renewal	273309460		39		Monaco		No Instructions	Comments...
Jan 06, 2006	Next Renewal	273309471		39		Monaco		No Instructions	Comments...
Jan 15, 2006	Use Affidavit	273309549		16		Portugal		No Instructions	Comments...
Jan 17, 2006	Next Renewal	273022181		12		Argentina		No Instructions	Comments...
Jan 18, 2006	First Renewal	195028438		39		Madagascar		No Instructions	Comments...
Jan 26, 2006	Next Renewal	273309381		108		South Korea		No Instructions	Comments...
Jan 28, 2006	Next Renewal	273309382		108		South Korea		No Instructions	Comments...

97 items found, displaying 1 to 10.
 (1) 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Next | Last

After finalizing your instructions, a confirmation page will be displayed, which can be printed for your records, and you will also receive a confirmation email.

The Maintenance Wizard also enables you to search for instructions that you have previously provided and to generate reports of such information, thereby reducing the need to create or retain physical copies.



Advantage Trademark Renewal Program

In recent years, in recognition of the rising costs of Trademark Renewals and to remain competitive, we have enhanced our renewal system with the "Advantage Trademark Renewal Program". This program has been made possible by the volume of cases in our care, increased utilization of computerization and, most importantly, by working directly with local government Trademark offices in many jurisdictions of the world. These cost-saving measures enable us to significantly reduce the cost of renewals.



The following is an example of those countries presently covered by the Advantage Trademark Renewal Program system:

Australia	Cuba	India	Singapore
Benelux	Denmark	Ireland	Solomon Islands
Bolivia	Dominican Republic	Jamaica	South Africa
Brazil	Ecuador	Kiribati	Sweden
Cayman Islands	European Community	Mongolia	United Kingdom
Canada	Finland	New Zealand	United States of America
Chile	France	Panama	Venezuela
China (PRC)	Germany	Paraguay	
Colombia	Guam	Puerto Rico	
Costa Rica	Guatemala	El Salvador	

We are constantly seeking to add to this list of jurisdictions.

The Ladas & Parry Advantage

Ladas & Parry LLP offers the highest quality service at competitive rates. We have the procedures in place to do the work efficiently; we have the experience to deal with unique situations. As our Renewal Department is part of an intellectual property law firm, our clients' instructions are reviewed individually to take into account user and other requirements of the jurisdictions concerned, any reclassification of goods or services that may be required and the coverage of

the clients' other registrations is considered to avoid duplication and unnecessary expense. Where advisable, we refer the case to a member of our legal staff before taking any action.

We have the pride of workmanship to make our best effort to properly and economically accomplish the task. We know that our success depends on meeting our clients' needs and we focus on this at all times.

www.ladas.com

LADAS & PARRY LLP
Trademark
Maintenance

For further information
Tel 212.708.1825
tmrenewal@ladas.com

LADAS & PARRY LLP
www.ladas.com

26 West 61st Street
New York, NY 10023
Tel 212.708.1800
Fax 212.246.8959

224 South Michigan Avenue
Chicago, IL 60604
Tel 312.427.1300
Fax 312.427.6668

5670 Wilshire Boulevard
Los Angeles, CA 90036
Tel 323.934.2300
Fax 323.934.0202

52-54 High Holborn
London WC1V 6RR England
Tel +44.207.242.5566
Fax +44.207.405.1908

Dachauerstrasse 37
80335 Munich, Germany
Tel +49.89.269077
Fax +49.89.269040