



# LEADING-EDGE LAW GROUP, PLC

## FLAT-LEGAL-FEE TRADEMARK WATCHING AND POLICING OFFERINGS

ALL FLAT FEES ARE FIXED THROUGH 2021

### SERVICE TIERS

#### BASIC WATCHING

FLAT LEGAL FEE:

**\$500**

PER YEAR PER MARK

**DISCOUNT ON HOURLY FEE:**

*Watching/policing work done outside of flat legal fees*

**10%**

#### CORPORATE NAME WATCHING

FLAT LEGAL FEE:

**\$250**

PER YEAR PER MARK

*Strongly recommended if you choose Basic Watching*

*Available only with purchase of Basic Watching; included in higher plans without extra charge*

#### COMPREHENSIVE WATCHING

FLAT LEGAL FEE:

**CUSTOM QUOTE  
FLAT LEGAL FEE**

PER MONTH PER MARK

**+\$1150/YEAR FOR DATA SERVICE**

**DISCOUNT ON HOURLY FEE:**

*Policing work done outside of flat legal fees*

**15%**

#### COMPREHENSIVE WATCHING AND POLICING

FLAT LEGAL FEE:

**CUSTOM QUOTE  
FLAT LEGAL FEE**

PER MONTH PER MARK

**+\$1150/YEAR FOR DATA SERVICE**

**DISCOUNT ON HOURLY FEE:**

*Policing work done outside of flat legal fees*

**20%**

#### OPTIONAL ADD-ON: COMPETITION WATCHING

FLAT LEGAL FEE:

**\$500**

PER YEAR

*Data Service - A trademark-infringement-detection data service used by LELG, which provides Federal Trademark Office and domain names information.*

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# PACKAGE DETAILS

For more details regarding what each tier of service covers, [click here](#)

SERVICE TIERS	BASIC WATCHING	CORPORATE NAME WATCHING	COMPREHENSIVE WATCHING	COMPREHENSIVE WATCHING AND POLICING	OPTIONAL ADD-ON: COMPETITION WATCHING
<b>REPORTING AND DISCUSSION</b> Report notable discoveries by email and any telephone discussion with you	✓	✓	✓	✓	✓
<b>FEDERAL TRADEMARKS</b> Watch of federal trademarks filings using our in-house tools	✓		✓	✓	
<b>FEDERAL TRADEMARKS PLUS</b> Robust watching of federal trademark filings using Data Service (catches hits our in-house tools may miss)			✓	✓	
<b>CORPORATE NAMES</b> Twice-annual 50-state (plus DC) monitoring of new corporate and LLC entity names that may indicate new infringements, and brief investigation of hits		✓	✓	✓	
<b>SHALLOW WEB</b> Shallow watching of Web, Facebook, Twitter, and Instagram	✓				
<b>COMPREHENSIVE WEB</b> Robust watching of Web, including all prominent social media (e.g., also LinkedIn, Yelp, YouTube) and other relevant places (e.g., app stores, job boards)			✓	✓	
<b>LOGOS</b> Image and reverse-image Web monitoring for any logo version of watched mark			✓	✓	
<b>DOMAIN NAMES</b> Monitoring for problematic new domain-name registrations (often first sign of infringement; detect cybersquatting) and sending warning emails			✓	✓	
<b>REGULAR MONITORING</b> Docketing and monthly monitoring of targets for emerging or morphing infringement			✓	✓	
<b>POLICING</b> All policing short of litigation: sending letters, follow-up phone calls and emails, sending cessation-confirmation letters, negotiating needed phaseout agreements, phaseout compliance monitoring				✓	
<b>COMPETITORS</b> Monitoring federal trademark filings of up to 7 competitors – detect its new brands and services (often before launch) and retirements of old ones					✓