



# LEADING-EDGE LAW GROUP, PLC

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

ALL FLAT FEES ARE FIXED THROUGH 2023

### SERVICE TIERS

#### USPTO-ONLY WATCHING

##### PURPOSE OF USPTO-ONLY WATCHING:

To stop others from registering at the USPTO same or similar marks for same or similar goods or services. If someone registers a mark close to or identical to your mark for same or related goods/services, that could prevent you from obtaining additional registrations for your mark, such as for an expansion in your goods/services offerings or for new or revised logos

##### FLAT LEGAL FEE:

# \$800

PER YEAR PER MARK

##### DISCOUNT ON HOURLY FEE:

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

# 10%

#### COMPREHENSIVE WATCHING

##### PURPOSE OF COMPREHENSIVE WATCHING:

To stop others from using same or similar mark for same or similar services (i.e., to stop them from infringing), in addition to stopping them from registering such marks. Do this to prevent consumer confusion. If you don't do this early in the life of your mark, presume you are forever surrendering your ability to stop others from infringing.

##### FLAT LEGAL FEE:

# CUSTOM QUOTE FLAT LEGAL FEE

PER MONTH PER MARK

+\$1650/YEAR FOR DATA SERVICE

##### DISCOUNT ON HOURLY FEE:

*Policing work done outside of flat legal fees*

# 15%

#### COMPREHENSIVE WATCHING AND POLICING

##### PURPOSE OF COMPREHENSIVE WATCHING AND POLICING:

With this package, all policing short of litigation is included in the flat fee. With just Comprehensive Watching, policing is done on an hourly-fee basis.

##### FLAT LEGAL FEE:

# CUSTOM QUOTE FLAT LEGAL FEE

PER MONTH PER MARK

+\$1650/YEAR FOR DATA SERVICE

##### DISCOUNT ON HOURLY FEE:

*Policing work done outside of flat legal fees*

# 20%

##### OPTIONAL ADD-ON:

#### COMPETITION WATCHING

Might detect important moves by competitors before those moves would be detectable anywhere else. Specifically, might detect things such as new products/services offerings and new branding or rebranding.

Because mark-registration applications can be filed on an intent-to-use basis (i.e., before a brand is used), it could detect such things that might not roll out for 1-4 years.

##### FLAT LEGAL FEE:

# \$1500

PER YEAR

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

# PACKAGE DETAILS

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

SERVICE TIERS	USPTO-ONLY 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>COMPREHENSIVE WEB</b> Robust watching of Web, including all prominent social media 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				✓