

AdSlogans



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'Just Do it'; 'Vorsprung durch Technik'; 'Every Little Helps': Straplines and slogans constitute some of the most iconic branding created yet checking that a new line has not been previously used poses particular difficulties from a brand clearance perspective. AdSlogans is a long established and unique specialist search tool designed to meet this need.

Despite their value, many lines are not registered as trade marks. There are a number of reasons for this. They are often descriptive, which makes them difficult to register; trade mark registries can be reluctant to register them in any case when they consider them a promotional tool rather than a trade mark and also because sometimes brandowners do not take steps to register them, perhaps because a campaign might be over before the application for a trade mark achieved registration, perhaps because the thought to protect did not occur as it was not a traditional trade mark.

If a third party has been, or is, using a line for same/similar goods or services and has built up goodwill in that line, then there is a risk that by adopting a same/similar line there might be public confusion which could enable the owner of the earlier line to bring an action for passing off. This could lead to an injunction being granted preventing the use of the later line, as well as damages. Just as important are the PR embarrassment of being forced to re-brand, lost media space and related costs due to having to pull the campaign and the delay to sales caused by time needed for a further re-brand and re-launch.

AdSlogans was created to meet this risk by researching whether same or similar lines have been used in previous campaigns or associated with other brands. Established in 1990, AdSlogans has built up a database of over 500,000 straplines which is constantly updated. When a search is commissioned a report is compiled using results from a number of different sources:

- The AdSlogans database
- Basic trade mark search
- Online search resources
- Third party data feeds

Types of Search

We provide a number of different searches. LineCheck is the most frequently requested search.

LineCheck

Investigates whether a particular strapline has been used before

BizCheck

Investigates use of straplines within a particular brand category

WordCheck

Investigates use of a specific word within a particular brand category

All of the above can be conducted either just in the UK, or 'globally' for use as an English language line in the following territories : UK, Ireland, USA, Canada and the EU trade mark register.

Costs

AdSlogans searches are provided on the following exc VAT fixed cost basis.

Services		Fee - Standard (1-2 working days)	Fee - Premium (approx. 4hrs) (subject to availability)
UK	LineCheck	£275	£375
Global	LineCheck	£350	£500
UK	WordCheck	£300	N/A
Global	WordCheck	£400	N/A
UK	BizCheck	£350	N/A
Global	BizCheck	£450	N/A

AdSlogans Search

The basic search costs are for providing the AdSlogans Search. Our analysts will run a search and provide you with the results for your review. Many clients with legal and business affairs departments are prepared to review the results without the need for additional analysis from our trade mark legal team.

AdSlogans Search and Legal Analysis

Where a client wishes to obtain a legal opinion on the AdSlogans Search then our analysts will obtain this from our trade mark legal

team subject to an additional charge of £300. This may require an additional day.

Full Trade Mark Search

The AdSlogans Search contains a basic level of trade mark search which is largely restricted to identical marks and to the limitations of publicly searchable databases. This may suffice for a short term advertising campaign, however where clients are likely to make a significant investment it is advisable to conduct a full trade mark search. These searches provide a much deeper level of trade mark risk analysis and are routinely conducted before launching new brands or businesses. There are a number of variables that affect cost and so we would provide a separate quote on request for such searches.

Other Searches

We are able to provide additional related search services useful for analysing risk. These include domain name searches, company name searches, design searches and also common law searches and investigation services.

How to order your search or answer your AdSlogans questions

Please call us on +44 20 7074 8379, email us at adslogans@lewissilkin.com or via our [online order form](#).

For more information



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