

Progressive Legal Launch Trade Mark Monitoring Service to Protect Brands from Infringement



Sydney, New South Wales Sep 7, 2022 ([Issuewire.com](https://www.issuewire.com)) - Progressive Legal, a leading trademark and IP focussed Sydney law firm, today announced the launch of their [Trade Mark Monitoring Service](#) to help protect brands from trademark and IP infringements.

The trademark monitoring and watching service is an important tool that can help to prevent competitor

trademarks from proceeding to registration, identify trademark infringements, and help business owners take action to protect their brand and Intellectual Property (IP).

The service is expected to be used by savvy businesses to complement their broader brand monitoring services or by those businesses who are concerned about the unauthorized use of their trademarks.

Common trademark items that are often infringed upon include business names, domain names, logos and taglines, product names, program or service names, and more.

“Intellectual Property including trademarks is quickly becoming one of the most valuable assets that companies now have, and they must be protected from misuse or infringement”, says Founder and Principal Lawyer Director at [Progressive Legal](#) Ian Aldridge.

A regular watch means business owners can act quickly against any identified infringements of their trademarks and time is of the essence.

“With more and more business names being snapped up, domains, social media handles, company names, the chances for businesses to be stepping on other toes are increasing,” said Mr. Aldridge.

The service can alert business owners to applications for similar or identical marks, which might be filed in bad faith, or filed by a competitor or future competitor.

This is particularly relevant this year, with the introduction of the new [.au Australian domain names](#). It is a shortened domain name that can be used by Australian businesses to get their business or idea online or to complement their current .com.au domain name and brand.

“It’s important for Australian business owners to register the new .au domain name before 20 September 2022, both to maintain comprehensive protection of their brand and to prevent others from misusing or passing off your reputation as their own.”

“Business owners should also be on the lookout for fake business names imitating their website, that may mislead or deceive customers into buying their products,” said Mr. Aldridge.

Progressive Legal can monitor your trademarks nationally or internationally, and while you carry on with business, they will notify you in the instance your trademark is at risk.

About Progressive Legal

Founded by Ian Aldridge in 2014, Progressive Legal provides practical, skilled, and timely legal advice including tailored legal documents to growing Australian businesses. They provide expert legal advice in relation to corporate structure, intellectual property protection (including trademarks), tailored commercial legal documents and advice, workplace, and dispute resolution.

Progressive Legal help businesses succeed and provide cost-effective legal advice with fast turnarounds. Their competitive points of difference include:

- Delivering customized legal advice and solutions
- Offering obligation-free quotes
- Delivering pragmatic fixed-cost arrangements

Their communication and services are clear, straightforward, and tailored to suit you and your business.

Media Contact

Progressive Legal

info@progressivelegal.com.au

1800 820 083

801, Level 8/100 William St, Woolloomooloo NSW 2011 Australia

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