



THIS MONTH'S NEWS

A well-protected brand is a testament to your commitment to quality and consistency. Moreover, in the digital age, the risk of brand infringement is ever-present. Ensuring that your brand is comprehensively protected and in line with intellectual property laws is crucial.

For further details, check out our website: <http://www.harty.law/>

Safeguarding Your Brand

At Harty Rushmere, we understand the significance of protecting your company's brand in today's competitive business landscape. In line with our commitment to providing comprehensive commercial legal services, our team is pleased to offer you a complimentary Brand Review service. This service involves a thorough examination of your brand/company's online presence, including social media platforms, websites, and other Internet sources as well as its existing intellectual property portfolio.

Once our team has conducted its examination and review of your company's brand presence and existing trademark and intellectual property portfolio (if any), we will provide personalised recommendations for strengthening your brand's protection and enforcement strategies as well as identify any potential risks or gaps. This initial examination and our report and recommendations will be at no charge. Ensuring legal compliance, addressing any deficiencies, and bridging any gaps will enhance the market value of your brand. It is important to bear in mind that a well-protected brand adds tangible value to your business. Trademarks and other intellectual property rights are valuable assets, potentially attracting investors and enhancing your market position. Additionally, if you aspire for global expansion, protecting your brand internationally is vital. Our expertise extends to providing recommendations on intellectual property protection strategies

Please feel free to contact us at mail@harty.law or on +27 (11) 8840792 should you wish to take advantage of this service.

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