

**Trademark Registration**

Information Note

Legal Services

MAY | 2024

ATHENS



**Αthens**

124 Kifisias Av.

115 26 Athens, Greece

+30 210 7480600

athens@pkf.gr

[www.pkf.gr](http://www.pkf.gr)

General Commercial Reg. No. 134869801000

**Information Note – Legal Services**

**Trademark Registration**

It is well known that businesses are established in the consciousness of the consumer public through their trademarks-distinctive signs, which distinguish their products and services from those of their competitors.

Therefore, it is important to be aware that it is the registration of the trademark that will ensure and enable the businesses to fully and exclusively use their trademarks, while at the same time being able to prohibit third-parties from using their trademarks in trade in order to confuse consumers.

Given the extremely high importance of trademarks in the european and global market, already since 2021, the European Union Intellectual Property Office, together with the European Commission, administers the SME Fund initiative, which is a funding programme designed to help small and medium-sized enterprises (SMEs) established in the European Union protect their intellectual property rights, such as the trademarks, and consists of a partial refund of the intellectual property fees paid for their registration.

The application for this grant must be submitted before the submission of the trademark application. Applicants shall be informed of the outcome of the evaluation process by means of a notification sent by e-mail.

If the grant is approved, it will be provided in the form of a voucher of up to EUR 1.000 which can be used to register trademarks for protection at national, European and/or international level.

For more information, please visit: <https://www.euipo.europa.eu/en/discover-ip/sme-fund/overview>

Our firm has specialized knowledge and expertise, and, in this context, we provide a wide range of services related to trademarks, such as:

* Analysis, research and registration of national, European and international trademarks.
* Trademark portfolio management.
* Negotiation services and drafting of licencing agreements to grant third-parties permission to use a trademark.
* Advising on trademark assignments, acquisitions, mergers, or other transactions that entail the transfer of trademark rights.
* Litigation or alternative dispute resolution services to resolve disputes arising from trademarks.



**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

*For more information, please contact the Head of Legal Department, Matina Panagopoulou, Attorney at Law, L.L.M, L.L.M.:* [*m.panagopoulou@pkf.com.gr*](mailto:m.panagopoulou@pkf.com.gr)