AI · LAW

Brand protection & intellectual property

We secure the name, logo and reputation you have built — and shut down the people copying them. Registration, enforcement and licensing, handled by solicitors experienced in IP.

ai-law.co.uk
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How we help you

A brand is an asset on your balance sheet, not just a logo.

We help businesses protect and commercially exploit what they have built. We register and enforce trade marks at the UK Intellectual Property Office, and handle copyright, design rights, passing off, confidentiality, licensing and IP disputes for companies across England and Wales.

A registered trade mark under the Trade Marks Act 1994 gives you a property right you can enforce, license and sell. Without it you are relying on passing off, which is slower, costlier to prove and far less certain. We advise on the right classes before you file, so the protection actually covers what you sell.

When someone copies you, speed and proportion matter. A well-drafted cease-and-desist letter is usually the first step; when it is not enough, we escalate through the UKIPO or the courts. We also work the other way: if you have received a threatening letter, we tell you whether it has teeth or is bluff, and what responding will cost.

Who we act for

- Businesses protecting the name, logo and reputation they have built
- E-commerce and social-media businesses
- Athletes, clubs, influencers, agents and brands
- Businesses that have been wrongly accused of infringement

What to expect

01

Solicitors experienced in IP matters and trade mark registrations

02

Published fees for trade mark applications, searches and enforcement

03

Enforcement kept proportionate to the threat

What we do

Matters we handle

Trade mark registration

UK applications in the right Nice classes, with an advisory search before you apply if you want one, managed through to registration — and EU applications, with international filings quoted.

Infringement & enforcement

Stopping competitors and copycats using marks confusingly similar to yours under the Trade Marks Act 1994, through cease-and-desist, UKIPO proceedings or the courts, with damages or an account of profits where appropriate.

Passing off

Bringing and defending claims where you have unregistered goodwill in a name or get-up — proving reputation, misrepresentation and damage — and telling you honestly when registration would have been the cheaper route.

Cease-and-desist letters

Firm, proportionate letters to infringers — and responses to letters you have received that call out unjustified threats and protect you from groundless threats claims.

Copyright & design rights

Protecting original work, software, designs and creative assets under the Copyright, Designs and Patents Act 1988, dealing with infringement, and putting licences and assignments in place so ownership is never in doubt.

Licensing, franchising & distribution

Licensing your brand, technology and content to partners, franchisees and distributors on terms that protect quality and revenue, and transferring IP cleanly on a sale or restructure so nothing is left behind.

Platform takedowns

Using the brand-protection processes Amazon, Meta and Google run to take infringing listings down, and resolving domain-name disputes through Nominet DRS and UDRP.

Brand audits & portfolio management

Mapping what you own, finding the gaps, and managing renewals, watch notices and class extensions so your protection keeps pace with the business rather than lapsing quietly.

Our services

Services in this area

Trade marks

Register the name, logo or slogan you've built a business on — in the right classes — and turn a brand into a property right you can enforce, license and sell.

- Clearance searches
- UK registration
- EU & international
- Oppositions & cancellations
- Portfolio management
- Licensing & assignment

Reputation management

Your reputation is an asset — and the internet is where it's attacked. We combine defamation, privacy, harassment and data-protection law to get false or unlawful content down, and keep it down.

- Online defamation
- Fake reviews
- Privacy & confidentiality
- Harassment
- Right to be forgotten
- Crisis response

Commercial sport & media

For athletes, clubs, influencers, agents and brands: the contracts and rights that turn profile into income — and the protection when someone trades on it without permission.

- Sponsorship & endorsement
- Agency & representation
- Image rights
- Influencer & content deals
- Broadcasting & licensing
- Disputes

e-Business & online

Terms and conditions, consumer rights, marketplace rules and the data you collect. The legal layer under every online business — drafted to fit yours.

- Website & app terms
- Privacy, cookies & marketing
- Subscriptions & auto-renewals
- Marketplace disputes
- SaaS & platform agreements
- Domain names & digital assets

Each service has its own page, with the questions clients ask most, at ai-law.co.uk/brand-protection.

How it works

A clear path, start to finish.

1 **Clearance & strategy**

We run availability searches and identify the right marks and classes, so you file something that is both registrable and covers what you sell. We flag conflicts before they cost you.

2 **File & prosecute**

We file the application, respond to any UKIPO examination report, and manage the two-month opposition window.

3 **Enforce & monitor**

Once registered, we put watch notices in place, send cease-and-desist letters where needed, and escalate to UKIPO or court proceedings — keeping enforcement proportionate to the threat.

4 **Maintain & grow**

We diarise renewals, extend protection into new classes and territories as you expand, and keep the portfolio aligned with the business so cover never silently lapses.

Good to know

Around four months for a straightforward UK mark to register if no one objects: examination within a few weeks, then a two-month opposition period.

Every ten years a registered UK trade mark is renewed — and it can be renewed forever.

Registered or not infringement of a registered mark is generally quicker and cheaper to prove than passing off, which needs goodwill, misrepresentation and damage.

Copyright is automatic in the UK, so what matters is proving you own it — with written assignments wherever freelancers or agencies created the work.

Transparent fees

No surprises on the invoice.

Our trade mark fees are published: fixed for applications, searches, licences and assignments, and estimated for enforcement. Other brand protection work is charged at our hourly rates, or for a fixed fee or estimate agreed before we start. Official fees and other disbursements are payable in addition.

UK trade mark application

£550 for a combined word and figurative mark; £50 for each additional class. An advisory search before you apply is £270, plus £50 a class.

£375
plus VAT, word or figurative mark

EU trade mark application

£1,200 combined; £50 for each additional class. An EU advisory search before you apply is £399, plus £50 a class.

£850
plus VAT, word or figurative mark

Cease and desist

A firm, proportionate letter to an infringer. Injunctive relief is estimated at £5,000 to £9,000 plus VAT, depending on the matter.

£550 to £1,800
plus VAT, estimated

Trade mark licence

An assignment is £800, an infringing-mark review £550, trade mark watching £400 a year, and a co-existence agreement £750 to £2,500 (estimate) — each plus VAT.

£900
plus VAT

UKIPO official fees, payable in addition

UK application, one class

From £205
official fee

Each additional class

£60
official fee

Paid to the UK Intellectual Property Office at cost. The official fees rose on 1 April 2026.

All figures exclude VAT at 20% unless stated.

Hourly rates range from £145 to £350 plus VAT, depending on the nature of the case and seniority of the person acting.

Our published fees, with the stages, timescales and disbursements for each, are at **ai-law.co.uk/pricing**. We always agree your fee with you in writing first.

What clients say

Relationships that last.

> Having previously used multiple solicitors across various matters, once we approached Ai Law we quickly established that they were experts in most areas of law. We subsequently gave the firm all of our business exclusively, and we haven't looked back.

Ai Law client

Ai Law are a professional service provider that really knows what they are doing. They are an asset to our business.

Ai Law client

These guys are constantly delivering their services. Donna is always on the top of all things and her team is very efficient. I have used their services before and again, they have not disappointed. I am certain I will these guys again.

Lukasz, ReviewSolicitors, January 2026

Recognition

Legal Team of the Year 2025 (joint winner)

Sunday Express Construction and Property Awards — in Property and Construction

Royal Television Society Awards North West

Sponsor, 2024 and 2025

Rated 4.9 out of 5 from 111 reviews on ReviewSolicitors

reviewsolicitors.co.uk, October 2026

Talk to us

Tell us what you need today. We respond quickly to enquiries and quote requests.

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Online

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Ask Ai Guy®, any time. Describe your situation in plain English. Ai Guy, our AI assistant, gives general information about the law of England and Wales and points you to the right solicitor. ai-law.co.uk/ask

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