

Anaqua Services Trademark Renewal Service

DATA SHEET



Overview

Keeping your Trademark portfolio in good standing is one of the most important responsibilities IP professionals have. Yet, the administrative tasks can be daunting and time consuming. Renewal deadlines, fees, and methods of making payment vary widely country to country, and the laws governing renewals continue to evolve, requiring constant observation. Missing a renewal date can lead to the loss of trademark protection, effect brand awareness, and have a significant financial impact on your organization.

Rely on Anaqua to ensure your trademark renewals are made timely, executed efficiently, and critical information is available to you when you want and need it. With Anaqua payment services, you can save up to 30% on your patent annuities and trademark renewal costs.

Anaqua follows a well-defined and time-tested methodology for managing trademark renewals. We effectively manage deadlines and assist clients, so they derive the most value from their trademark portfolio.

Anaqua's newly enhanced Payment Services Portal provides direct access to your portfolio to mitigate risks, facilitate decision making, streamline payment processes, and manage your portfolio.

ANAQUA PAYMENT SERVICES PORTAL

Mitigate Risks

- Global network of experts ensuring the most up-to-date knowledge of local laws
- Established, well-defined and time-tested methodology
- High level of automation across all aspects of the process
- Economies of scale

Facilitate Decision Making

- Newly enhanced Payment Services Portal – complete visibility of your trademark portfolio; information available to you – when you need it
- Cost forecasting and tracking
- Reporting capability and flexibility
- Automated communication portal

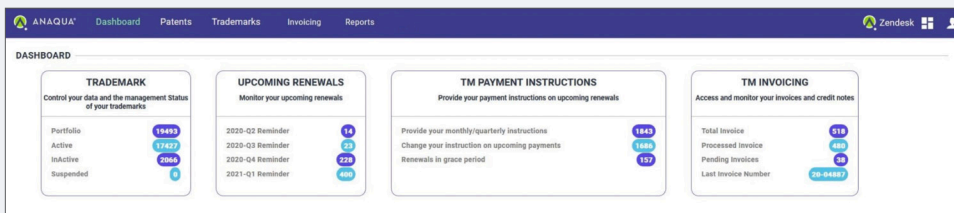
Streamline Payment Processes

- Full visibility of the payment workflow from due date to receipt
- Automated data exchange with minimal effort from the clients
- Automatically generated reminders
- Renewal certificates uploaded into the portal for view on a case by case basis

Manage Portfolio

- Localized customer service supported by our centralized back office team
- Flexible decision-making options
- Invoice and budget reporting
- Export capability for internal distribution

Anaqua's Payment Service Portal (PSP)

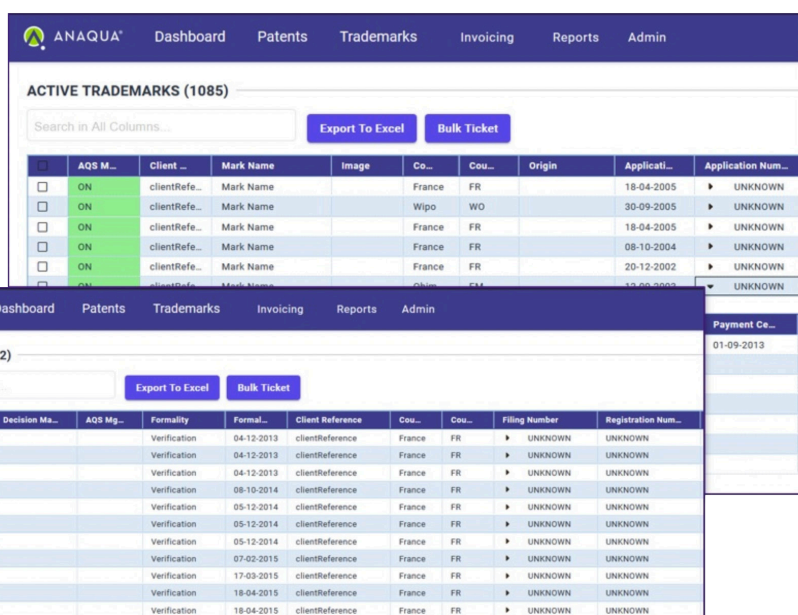


DASHBOARD

- TRADEMARK** (Control your data and the management status of your trademarks)
 - Portfolio: 19493
 - Active: 17467
 - InActive: 2066
 - Suspended: 9
- UPCOMING RENEWALS** (Monitor your upcoming renewals)
 - 2020-Q2 Reminder: 14
 - 2020-Q3 Reminder: 23
 - 2020-Q4 Reminder: 278
 - 2021-Q1 Reminder: 400
- TM PAYMENT INSTRUCTIONS** (Provide your payment instructions on upcoming renewals)
 - 1843
 - 1848
 - 157
- TM INVOICING** (Access and monitor your invoices and credit notes)
 - Total Invoice: 616
 - Processed Invoice: 609
 - Pending Invoices: 06
 - Last Invoice Number: 20-04687

- Facilitate decision making
- Streamline payment processes
- Mitigate risks
- Manage portfolio

Trademark Portfolio and Upcoming Deadline Monitoring



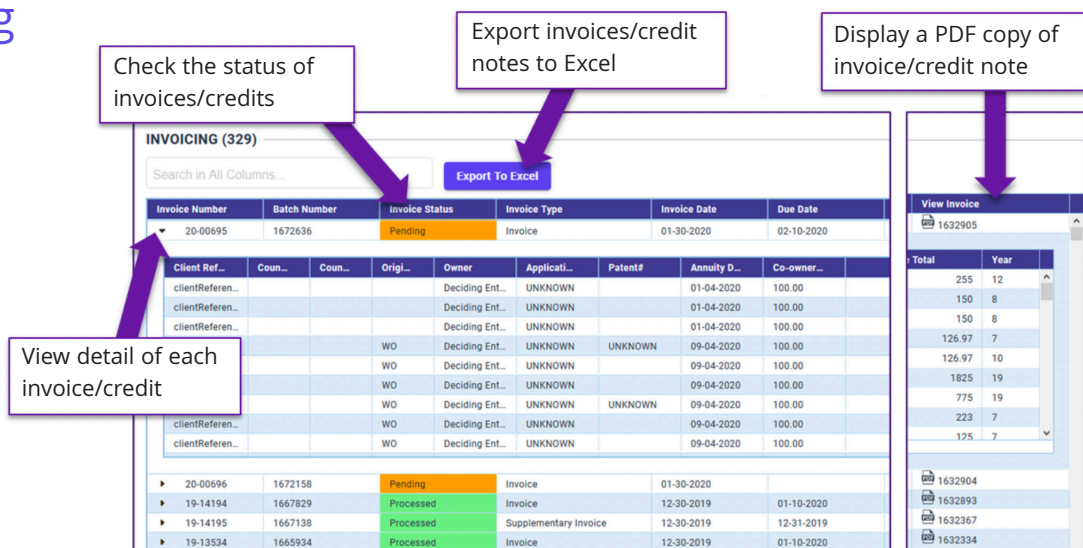
ACTIVE TRADEMARKS (1085)

	AQS M...	Client ...	Mark Name	Image	Co...	Cou...	Origin	Applicati...	Application Num...
<input type="checkbox"/>	ON	clientRef...	Mark Name		France	FR		18-04-2005	▶ UNKNOWN
<input type="checkbox"/>	ON	clientRef...	Mark Name		Wipo	WO		30-09-2005	▶ UNKNOWN
<input type="checkbox"/>	ON	clientRef...	Mark Name		France	FR		18-04-2005	▶ UNKNOWN
<input type="checkbox"/>	ON	clientRef...	Mark Name		France	FR		08-10-2004	▶ UNKNOWN
<input type="checkbox"/>	ON	clientRef...	Mark Name		France	FR		20-12-2002	▶ UNKNOWN
<input type="checkbox"/>	ON	clientRef...	Mark Name		France	FR		12-09-2003	▶ UNKNOWN

RENEWALS DUE (132)

	Decision	Decision Ma...	AQS Mg...	Formality	Formal...	Client Reference	Co...	Cou...	Filing Number	Registration Num...
<input type="checkbox"/>	pay			Verification	04-12-2013	clientReference	France	FR	▶ UNKNOWN	UNKNOWN
<input type="checkbox"/>	pay			Verification	04-12-2013	clientReference	France	FR	▶ UNKNOWN	UNKNOWN
<input type="checkbox"/>	pay			Verification	08-10-2014	clientReference	France	FR	▶ UNKNOWN	UNKNOWN
<input type="checkbox"/>	pay			Verification	05-12-2014	clientReference	France	FR	▶ UNKNOWN	UNKNOWN
<input type="checkbox"/>	pay			Verification	05-12-2014	clientReference	France	FR	▶ UNKNOWN	UNKNOWN
<input type="checkbox"/>	pay			Verification	07-02-2015	clientReference	France	FR	▶ UNKNOWN	UNKNOWN
<input type="checkbox"/>	pay			Verification	17-03-2015	clientReference	France	FR	▶ UNKNOWN	UNKNOWN
<input type="checkbox"/>	pay			Verification	18-04-2015	clientReference	France	FR	▶ UNKNOWN	UNKNOWN
<input type="checkbox"/>	pay			Verification	18-04-2015	clientReference	France	FR	▶ UNKNOWN	UNKNOWN

Invoice Monitoring



INVOICING (329)

Check the status of invoices/credits

Export invoices/credit notes to Excel

Display a PDF copy of invoice/credit note

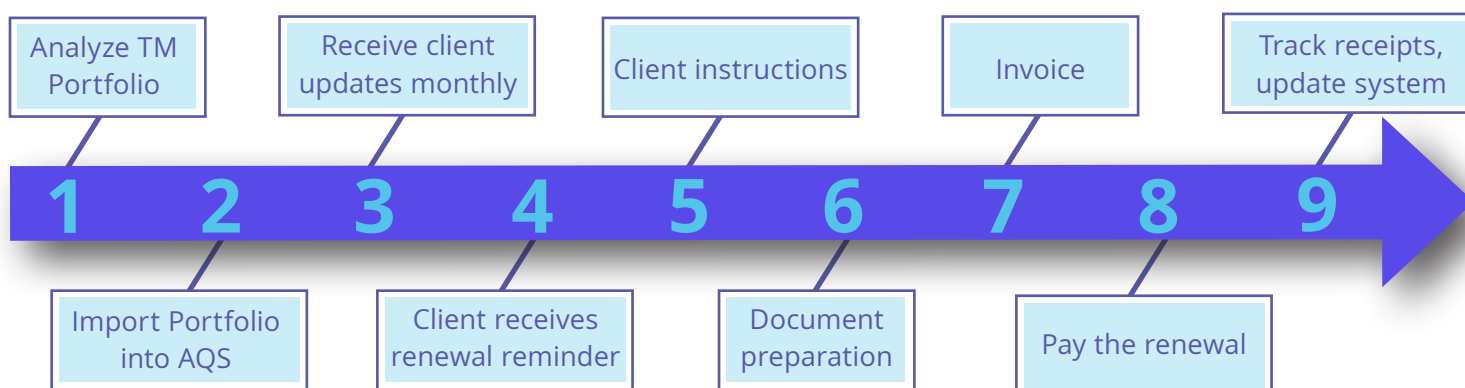
View detail of each invoice/credit

Invoice Number	Batch Number	Invoice Status	Invoice Type	Invoice Date	Due Date
20-00695	1672636	Pending	Invoice	01-30-2020	02-10-2020
20-00696	1672158	Pending	Invoice	01-30-2020	01-10-2020
19-14194	1667829	Processed	Invoice	12-30-2019	12-31-2019
19-14195	1667138	Processed	Supplementary Invoice	12-30-2019	12-31-2019
19-13534	1665934	Processed	Invoice	12-30-2019	01-10-2020

Total	Year
255	12
150	8
150	8
126.97	7
126.97	10
1825	19
775	19
223	7
125	7

Anaqua’s proven methodology employs straightforward process flows that reduces risk and ensures client awareness of the status of their marks. We walk each client through all the necessary steps for defining, configuring, and loading data, setting up the ongoing data exchange process, and training users. We always consider each client’s specific needs when finalizing the process.

1. We assign a business analyst to you who analyzes the trademark portfolio. The result of the analysis is a better understanding of the portfolio, the renewal timeframe for each trademark, plus any clarifying questions that we work through with you.
2. After agreeing on the details of the portfolio, we import all trademarks into the management system and send confirmation to you confirming successful upload.
3. You provide regular updates regarding you trademark portfolio’s development in order to ensure we have the most current data. We recommend monthly updates unless the portfolio changes frequently, in which case, they should occur bi-monthly.
4. When a trademark is due for renewal, you receive a renewal reminder. Your requirements determine the timing of the renewal notice.
5. If you want to change or adjust upcoming renewals, you provide instructions to us for the modifications. We update the database accordingly and you receive conformation of any changes.
6. After finalizing all adjustments, you receive a list of all documents due for that month. In order to simplify POA management for you, we recommend you sign a general Power of Attorney to Anaqua, which covers renewals, and related title updates. This significantly reduces you administrative efforts.
7. You receive invoices based upon the frequency, timing, and entity to invoice as agreed during the onboarding process.
8. Around the 20th of each month, we pay the trademark maintenance fees due for the next month. For example, on November 21, 2021, we pay the fees due in December 2021. Payment of Trademarks with no grace period occurs paid five days earlier.
9. We track all filing receipts and renewal certificates to ensure timely ling of the renewal. After receipt, we examine the documents to ensure they comply with our management system data formats and import them into the system. We provide the original documents to the client quarterly or keep them secure until requested.



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