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Agile IP Helps Secures Trademark for Seagreens` Seaweed Products

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LONDON--(Business Wire)-- Seagreens, a UK-based food and health products company used London patent attorneys, Agile IP to secure trademark protection and to defend itself against larger companies producing copycat products.

Seagreens provides a range of organic, dried seaweeds as food supplements for the food industry, consumers and medical practitioners. The UK supplements market is worth approximately £330 million. More than 31% of adults claim to be taking supplements.¹

Agile IP continues to work with Seagreens extending the registration of their trademark, ensuring protection is in place differentiating their ingredients from poorer quality material that exists in the market. This way Seagreens protects its products and reinforces its integrity and quality.

The importance of IP protection was brought home to Seagreens when a high street retailer operating in the same market introduced a product under a similar name to theirs. With trademarks in place covering both names, Agile IP was ideally positioned to defend Seagreens, making contact with the retailer who quickly withdrew their copycat product.

Simon Ranger, Seagreens` CEO says: "Facing a large retailer, intent on stealing business with a replica product required adroit handling. Agile IP rose to the challenge, including, on their own initiative, checking the product was withdrawn. An invaluable resource".

David Fry, Agile IP partner explains the significance of trademark protection: "Seagreens is an important supplier whose reputation is vital in defending their market position. Comprehensive protection is essential not only to prevent passing off but also to deliver peace of mind to the marketplace that this is a supplier to be trusted."

Explaining Agile IP`s services, Fry says: "Our role is varied but involves advising clients on the forms of protection,, preparing legal documentation, and securing protection for them in the UK and abroad. Should an infringement occur we defend their interests by issuing proceedings and if necessary representing clients before the Patents County Court and instructing barristers if representation before higher courts is needed. "

¹ FSA survey March 2008: Consumer Consumption of Vitamin and Mineral Food Supplements

Agile IP is a full service firm of patent and trade mark attorneys who advise and act for clients in all aspects of IP protection including patents, trademarks, designs, copyright and overseas protection. For more information: www.agile-ip.co.uk or call 0208 915 1010.

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