

Trademarks in Kazakhstan



Your brand is a cornerstone of your prosperity—but a brand is only as strong as the team protecting it. You have built your brand, marks and reputation into fundamental assets. Count on the global intellectual property lawyers at Dentons to defend them.

Dentons' lawyers have deep experience and are well oriented in intellectual property legislation. Since the proliferation of digital technologies increases the risks for intellectual property infringements, our lawyers continuously work to preserve vital brand elements. Our expertise spans all aspects of trademark strategy, including:

- Trademark registration
- Protection and litigation against the violation of exclusive rights and unfair competition
- Licensing and use of trademarks
- Strategic structuring of intellectual property
- Portfolio assessment
- Registration and management of domain names, including prevention of cybersquatting
- Entering trademarks into the Custom register and custom exemptions
- Protection from counterfeit

Why do you need to register a trademark?

It is not mandatory to register a trademark but the registration will open the following business prospects for you:

- Opportunity to increase your company's profit through brand awareness
- Opportunity to issue licenses for using trademarks and receive royalties, or to assign the rights to a trademark and receive a fee
- Opportunity to transfer a trademark along with other intellectual property assets for use by third parties under a franchising agreement

Why Dentons?

- **Legality, transparency and quality assurance of our services.**
All relationships with clients are formalized by a contract, which guarantees the timely completion of work
- **Efficiency.**
We will help you submit an electronic application to Kazpatent (Kazakhstan's national agency of intellectual property) within 24 hours through the agency's portal, and the record of the application is immediately assigned to the owner. You will receive all further documents on office work on a timely basis, and within 7.5-8 months, you will become the owner of the trademark registration.
- **Full control over the registration procedure.**
We will assist you with records management from the moment of filing an application to registration of a trademark.
- **Protection of your interests.**
We keep track of the expiration dates of trademarks after receiving registration. With us, you will never risk the expiration of your trademark due to a missed deadline.

Our main advantages

- **Confidentiality.**
We protect the safety, security and confidentiality of the information and data of our clients
- **Professional experience.**
Our lawyers have been working in the area of intellectual property rights protection for more than 10 years. Our experienced team includes a patent attorney.
- **We are trusted.**
100% successful registration of trademarks with a guarantee of obtaining an extract from the state register of trademarks of the Republic of Kazakhstan¹.
- **Global coverage.**
Not only is Dentons the world's largest law firm, with a presence in 77 countries worldwide, but we also offer unmatched coverage of the CIS and Central Asia region. We successfully cooperate with patent attorneys of Uzbekistan, Kyrgyzstan, Tajikistan, Russia, Belarus, Ukraine, Azerbaijan, Georgia and Armenia.
- **Flexibility and loyalty on payment.**
To meet the needs of our clients, we offer a convenient payment option: after each stage of the trademark work (four stages in total)

Representative experience

- **Major FMCG and tobacco manufacturers:**
Registration and management of trademarks.
- **International footwear and clothing manufacturer:**
Representing the interests of the client in the out-of-court settlement of a dispute in the Appeal Council of the Ministry of Justice. We assisted in the successful appeal against the refusal to register the client's trademark in Kazakhstan. Our mandate included collecting evidence on the use of the trademark in Kazakhstan, Russia and other countries, conducting research and a survey among customers in Kazakhstan on the perception of the trademarks, and excluding false information about a trademark from Wikipedia.
- **International telecommunications and information technology company:**
Successfully representing the client in an IP litigation related to the violation of the rights to its trademark by a company operating in the CIS region.
- **International oil and gas company:**
Successfully representing the client in a trademark and brand name dispute with a local network of gas stations.

1. In case of a preliminary research and confirmation that there are no identical / confusingly similar trademarks in Kazakhstan at the time of filing; as well as confirmation that the designation is capable for registration on absolute grounds.

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ABOUT DENTONS

Dentons is the world's largest law firm, connecting talent to the world's challenges and opportunities in more than 75 countries. Dentons' legal and business solutions benefit from deep roots in our communities and award-winning advancements in client service, including Nextlaw, Dentons' innovation and strategic advisory services. Dentons' polycentric and purpose-driven approach, commitment to inclusion and diversity, and world-class talent challenge the status quo to advance client and community interests in the New Dynamic.

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