

---

# **THE TRADE MARK HANDBOOK**

---

**A Practitioner's Guide to Trade Marks  
in the United Kingdom and the European Union**

**The Chartered Institute of Patent Attorneys**

**The Institute of Trade Mark Attorneys**

**Tibor Gold, MBE  
Kilburn & Strode**

**Mark Hiddleston  
Elkington and Fife LLP**

**Terry Johnson  
Marks & Clerk**

**Manish Joshi  
Joshi & Welch LLP**

**SWEET & MAXWELL**



**THOMSON REUTERS**