

Trademark Monitoring Program



Protect Your Franchise Brand Before Problems Escalate

As franchise systems grow, trademark risk often grows quietly. New filings, look-alike brands, and international expansion can create conflicts that go unnoticed until enforcement becomes costly, disruptive, or damaging to brand value.

Saxton & Stump's Trademark Monitoring Program for Franchise Owners gives franchisors a proactive, attorney-driven way to identify potential trademark conflicts early—before they escalate into litigation or operational disruption.

[Request a Brand Risk Review](#)

Why Franchisors Need Proactive Trademark Monitoring

Franchise brands operate in a constant state of expansion—across territories,

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markets, and jurisdictions. With that growth comes increased exposure to trademark risk, including:

- Confusingly similar trademark filings
- International marks that conflict with U.S. brands
- Delayed enforcement that weakens trademark rights
- Escalating costs once disputes reach litigation

Relying solely on trademark registration or ad hoc enforcement often means learning about problems too late. Proactive monitoring allows franchisors to protect brand integrity while maintaining control over timing, strategy, and cost.

What Makes This Program Different

Many trademark monitoring tools provide alerts. Our Trademark Monitoring Program for Franchise Owners combines automated monitoring technology with attorney review and strategic guidance—at every tier.

Key differentiators:

- Designed specifically for franchise systems, not generic brand owners
- Attorney analysis integrated into the program—not an add-on
- Practical recommendations, not just notices
- Scalable coverage that grows with your franchise footprint

This is not software. It is an ongoing legal risk-management solution.

Program Overview

The Trademark Monitoring Program for Franchise Owners is offered through a three-tier structure, customizable by geography and scope to align with your growth strategy and budget.

Save 10% with an annual subscription. Pricing per trademark or by portfolio is available upon request.

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- Identification of potentially infringing trademarks
- Monthly reports with flagged marks

Geographic Search Options

- U.S. Trademark Office Search
- U.S. Trademark Office & Common Law Search
- International Trademark Office Search
- International Trademark Office & Common Law Search

- All Tier 1 features, plus...
- Preliminary legal analysis of each flagged mark
- Assessment of likelihood of confusion, classification overlaps, and risk level

Geographic Search Options

- Same as Tier 1

- All Tier 1 and 2 features, plus...
- Priority access to legal consultation with franchise and IP counsel
- Key recommendations for:
 - Filing oppositions
 - Cease-and-desist actions
 - Negotiation strategies

- Enforcement options
- Letters of protest

Geographic Search Options

- Same as Tier 1

Who This Program Is Designed For

- Emerging franchisors preparing to scale
- Established franchise systems expanding into new states or countries
- Brands managing multiple trademarks or sub-brands

View Frequently Asked Questions

1. Is this program just trademark monitoring software?

No. While the program uses leading monitoring platforms to identify potentially infringing marks, attorney review and legal judgment are integrated into every tier. Unlike software-only tools, this program provides analysis, context, and practical next steps tailored to franchise systems.

2. Do we need this if our trademarks are already registered?

Yes. Trademark registration alone does not prevent others from filing similar marks or using confusingly similar branding. Ongoing monitoring is essential to preserve trademark rights, particularly in “use it or lose it” jurisdictions and during periods of growth or international expansion.

3. How is this different from reacting to issues as they arise?

Reactive enforcement often means discovering conflicts after they have escalated—when options are limited and costs are higher. This program is designed to identify potential conflicts early, allowing franchisors to address issues strategically and cost-effectively before litigation becomes necessary.

4. Can this program scale as our franchise system grows?

Yes. The program is intentionally structured to scale with your business. Coverage can expand by geography, number of trademarks, or service tier as your franchise system grows, acquires new brands, or enters new markets.

5. Is this program appropriate for private equity-backed franchise

platforms?

Absolutely. Private equity investors increasingly view trademark protection as a core component of brand value and risk management. This program provides predictable costs, early risk visibility, and documented oversight—factors that support operational discipline and long-term value preservation.