Nucleus News announcement: 1st May 2013

Hallmark IP re-brands as Nucleus-ip

From today, 1st May 2013, Hallmark IP becomes Nucleus-ip to reflect the increasing level of integration between the long established trade mark attorney firm and its brand consultancy parent, as they integrate IP services to deliver Nucleus’ Brand + Digital + IP value proposition.

Nucleus acquired Hallmark IP in 2005 from an association of fmcg corporations, including Nestle, Heinz, Cadbury’s, Intercontinental Hotels and PZ Cussons. Prior to 2003 Hallmark IP operated under the Trade Mark Owners’ Association (TMOA) name, ever since it was founded as an association of trade mark owners in 1886 – making it one of the first firms of trade mark attorneys in the world.

Nucleus-ip will continue to manage many of these past members’ intellectual property rights, along with more recent clients and many of Nucleus’ brand and digital clients. As one of the few London-based IP attorneys specialising in trade marks, Nucleus-ip provides worldwide trade mark search, registration and enforcement services alongside advice on copyright, design rights and trade mark watching services.

Together, the Nucleus group now delivers an integrated brand naming, trade mark registration, brand identity, digital and IP protection service worldwide, under a single brand. It also offer brand valuation and brand asset management advice.

Peter Matthews, Nucleus group CEO, commented “Nucleus is unique in integrating a Brand + Digital + IP service, which enables us to deliver new brand and product names and brand proposition projects quickly, seamlessly and cost effectively. This reduces risk and cost by ensuring all the brand names we create are available, registerable and can be protected in all the markets and media our clients operate in.”

End

For more information, please visit www.nucleus.co.uk and www.nucleus-ip.com

**About Nucleus**

Nucleus is the world’s first brand, digital and intellectual property consultancy. Founded in 1979, this independent consultancy specialises in the luxury, travel and financial services sectors.

Nucleus was the first brand consultant to create an integrated brand and digital consultancy in 1995 and remains committed to bringing brand experiences to life across all media and all customer touchpoints. Nucleus is also recognized for practicing what it preaches by backing its own ventures, including Luxury Explorer ‘The World Atlas of Luxury Travel’ and sQuid, a next generation small payments and loyalty system.

Nucleus acquired Hallmark IP in 2005, as part of its acquisition of the Trade Mark Owners’ Association and has since integrated the two consultancies' service offerings around brand naming and protection.

Nucleus is also at the forefront of mobile web design nucleus has published several provoking thought-pieces on the subject, which can be read at http://www.nucleus.co.uk/thoughts.aspx

Current Nucleus clients include: Amanresorts, Corinthia Hotels & Resorts, Folli Follie, Hilton Hotels, HSBC, Intercontinental Hotels Group, P&O Cruises, PZ Cussons, Regent Hotels, Rothschild, sQuid, Toyota and Williams Lea.

**Contact details for further information**

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