
[Kolect: Trade mark conflicts and the importance of prior searches](#)

Finding the right name for your company and the products you sell is not an easy task. Not only do you need to be creative but also you must avoid infringing your competitors' rights over their trade marks. Avoiding infringement is even more important when you are at an early stage in the development of your new business. Time and economic resources are usually scarce when a company is being launched and you will want to invest them in something other than litigation. This is why performing a prior trade mark search before starting to operate a business under a certain name or brand is an essential task we must not overlook.

To illustrate the issues that can arise in this situation, Kolect, a successful Belgian start-up, tells us their story in this new case study.

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