

## News story: Tracking the status and events of a trade mark

As part of our ongoing work to improve our digital services, we are making changes to the current trade mark eAlerts service.

The service is renamed as 'Track a trade mark' and will replace the current trade mark eAlerts service. This is a free tracking service which notifies you via email of specific events occurring to a trade mark (for both United Kingdom (UK) and International Registration (IR) trade marks).

Track a trade mark will function the same but with improvements to the look and style of the service.

The change will take effect on 27 April 2017 and the first screen will look like:

Improved look and style of service.

We would welcome further feedback to continue to improve this service going forward. Please email any comments to [feedback@ipo.gov.uk](mailto:feedback@ipo.gov.uk).