



PROGRESSIVECARE

Our Brand History Document

History of our trade marks

Mr Shabir Ali, the original owner of Progressive Care Limited, first registered the UK trade mark 00002449776 for PATHWAYS, PATHWAY, PATH WAY and PATH WAYS in the following classes:

Class 41 in respect of, among other things, provision of education and training, vocational education, lifestyle counselling and mentoring and residential training in independent living skills, and the assessment of associated competencies, capabilities and risks;

Class 43 in respect of, among other things, provision of supported housing, residential family care centres, temporary accommodation and children's homes; and

Class 45 in respect of, among other things, lifestyle counselling, social work services namely providing counselling, care and support to children in care, young people leaving care, children and young people at risk and young people with learning disabilities, and the assessment of competencies, capabilities and risks of the aforesaid persons.

The PATHWAYS trade marks were filed on 16 March 2007 and entered onto the Intellectual Property Office register on 20 June 2008.

Mr Ali also first registered the UK trade mark 00002452698 for FOUNDATIONS in the following classed:

Class 43 in respect of the provision of supported housing; assisted living; temporary accommodation; children's homes and residential family centres;

Class 44 in respect of residential care medical risk assessment; day care medical risk assessment; outreach medical services; health assessment services in relation to residential and day care services and therapeutic work for medical purposes; and

Class 45 in respect of lifestyle counselling; social work services; counselling; residential care risk assessment; day care risk assessment; outreach social work services and therapeutic social work services.

The FOUNDATION trade mark was filed on 13 April 2007 and was entered onto the Intellectual Property Office register on 8 August 2008.

Mr Ali originally licensed the trade marks to Progressive Care Limited. Prior to registration Mr Ali and Progressive Care Limited used the PATHWAYS marks and FOUNDATIONS mark as unregistered trade marks in the healthcare sector since prior to 2004.

The unregistered mark PROGRESSIVE CARE has been used by Mr Ali and the company since 2001, the year in which the company formally adopted the company name PROGRESSIVE CARE LIMITED.

Progressive Care Limited uses and relies on the trade marks for marketing and promotional purposes, both internally and externally, and has created a strong brand with substantial goodwill within the support sector. From time to time Progressive Care Limited, and Mr Ali, have had to enforce their rights in the trade marks, and have been successful in litigated matters.

If you are concerned about another business using the PATHWAYS or FOUNDATIONS marks within the care sector, please get in touch.



PROGRESSIVECARE

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