

TRADE
Y↻OUR
MARK

WORKING WITH INTELLECTUAL PROPERTY ATTORNEYS

Unlocking Value
in Trademarks

Our Trademarks for Sale



Unlocking Value in Trademarks

Empowering Your Clients, Enhancing Your Practice

At TradeYourMark[®], we believe in creating value from what's already yours. Our services are designed to **complement your core expertise**, such as trademark registration and portfolio management, by offering innovative opportunities for your clients to grow and benefit from their existing IP assets.

We specialise in helping your clients:

- Monetise dormant trademarks, unlocking untapped value.
- Acquire dormant trademarks they can relaunch as part of a strategic growth plan.

This partnership is built around one core principle:

- You remain the key advisor
- We support your work and your client relationships by adding a layer of strategic and commercial services, without ever replacing your role.

We collaborate to bring added value to your clients while strengthening your position as their trusted IP partner.



Let's Work Together

Whether your clients are looking to divest, acquire, or simply explore trademark opportunities, we offer a discreet, professional, and value-driven approach to trademark transactions. Let's start a conversation.

Selling a Trademark

We work in partnership with you.

If your client chooses not to renew a trademark at expiry, you can contact us to discuss the opportunity to sell it.

- We assess the marketability of the trademarks.
- We can provide a valuation based on market standards and our experience.
- We identify potential buyers and negotiate on your client's behalf.

Our Commitments

- Confidentiality & professionalism
- Full reporting at every stage
- Negotiation in your client's best interest
- Remuneration mainly commission-based
- Terms of our partnership to be discussed

SELLING PROCESS

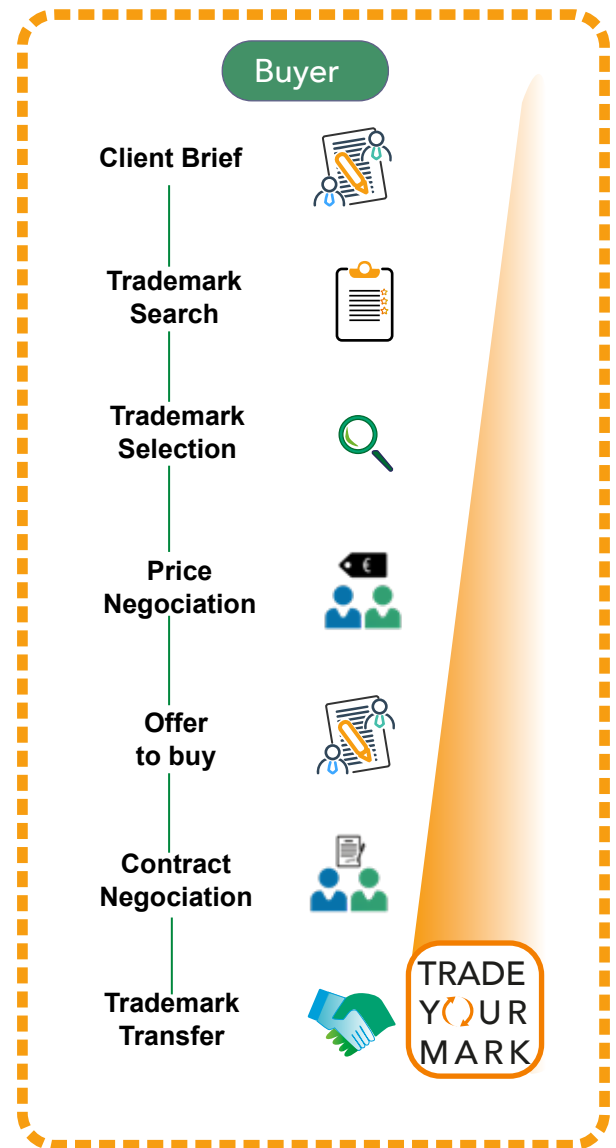


Buying a Trademark

We work in partnership with you.

- You brief us on your client's needs.
- We search our database or conduct custom research.
- We send you a curated list of trademarks matching your client's criteria.
- We negotiate with owners on your client's behalf, respecting the budget and conditions provided.

BUYING PROCESS



Our Commitments

- Confidentiality & professionalism
- Full reporting at every stage
- Negotiation in your client's best interest
- Remuneration mainly commission-based
- Terms of our partnership to be discussed

Enhancing Your Practice

TRADE
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OUR TRADEMARKS FOR SALE



TRADEMARK FOR SALE

ROSY® ROSY®
PARIS



- Legendary lingerie brand founded in 1947, celebrated for its focus on seduction and modernity.
- Acquired by the Wolf Lingerie Group in 2002.
- Asking price €130,000 (excl. VAT) for the Trademarks portfolio and domain name

AN ICONIC BRAND

- A symbol of corsetry's rich history, Rosy® and Rosy-Paris® have supported women through every stage of life since the mid-20th century
- Renowned for quality and craftsmanship
- A vibrant brand that embodies charm, emotion and a sense of freedom
- A brand that has continuously evolved with market trends and customers expectations, maintaining its relevance accross generations
- Established in 1947, it continues to be a trusted and iconic name among women aged 45 and over today

TRADEMARKS & DOMAIN NAME

Rosy®

- International trademark since 1957- classes 3, 24, 25
- EU trademark since 2002 - classes 3, 24, 25, 38
- Domain name : rosy.fr

Rosy-Paris®

- French trademark since 1989 - class 25
- EU trademark since 2015 - classes 25 and 35

STRENGTHS

- A brand with a storied heritage and a lasting reputation for excellence
- Closely tied to the spirit of Paris, it captures the essence of elegance and charm
- With strong brand equity, it holds significant potential for expansion into multiple sectors, including perfumes, cosmetics, fashion, and home linens



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For any information about the trademark please contact:

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TRADEMARK FOR SALE

Crédiprem[®]s

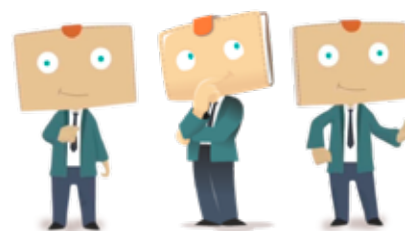


- French brand covering business management and financial services
- Successfully operating for over 5 years
- Asking price € 30,000 (excl. VAT) for the trademark and domain names
- Additionally, price for the visual identity: € 10,000 (excl. VAT)

PROVEN & RECOGNIZED

- Originally launched in 2017, the brand has built a solid reputation over the years through its successful operations in the fields of credit brokerage and creditor's insurance, continuing until 2023.
- Positioned as a trusted name in financial services, the brand conveys strong values of professionalism, expertise, and high quality, earning the confidence of all partners.
- Its dynamic and engaging communication style, paired with a friendly visual identity, helped distinguish it in a competitive market and create a lasting impression

TRADEMARK & DOMAIN NAMES



- French trademark registered in 2017 under classes 35 & 36
- Domain names:
crediprem^s.fr
&
crediprem^s.com

STRENGTHS

- Easy-to-remember brand name
- In French, the suffix "prems" conveys strong positive values, suggesting both premium and first. This can be leveraged in marketing:
 - Premium – to highlight an exclusive offer
 - First – to position the brand as a leader in innovation
 - First – to appeal to customers seeking their first financial services solution
- Strong and friendly visual identity featuring the character "Monsieur Wallet"



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TRADEMARK FOR SALE



Beauty
GARDEN®



- Renowned brand of natural beauty and wellness products
- Successfully developed and marketed by the Sothys Group until 2024
- Asking price: €95,000 (excl. VAT) for the complete portfolio of trademarks and domain names

PROVEN TRACK RECORD

- Successfully marketed for over 10 years across Europe, the United States, and Japan.
- The brand features a full range of natural beauty and wellness products for the retail market, including soaps, shampoos, facial care, body care, hair care products, and herbal teas.
- A dedicated professional line is also available for spas and wellness centers.
- Dual B2C and B2B distribution channels ensure broad market reach.
- The brand promotes a health-conscious and eco-friendly philosophy, supported by various certifications

TRADEMARKS & DOMAIN NAMES

Extensive intellectual property portfolio

- European Union trademark (registered in 2003) – Classes 3, 5, 29, 30, 32
- International trademark (registered in 2004) – Class 3
- International trademark (registered in 2008) – Classes 5, 29, 30, 32
- Multiple national trademarks
- 26 domain names, including premium extensions (.com, .eu)

STRENGTHS

- The brand enjoys a strong and positive reputation among both consumers and professionals.
- It is built on solid brand values: ethically sourced organic ingredients, an environmentally responsible approach, and an artisanal production process focused on quality and unique, original formulations.



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TRADEMARK FOR SALE

Tricolore®



Tricolore® is a French-registered brand covering a broad range of energy-related services:

- Energy distribution: electricity, gas, heat, cooling, domestic hot water
- Energy consulting and management
- Devices, software, and systems for pricing, billing, and energy monitoring
- Smart technologies for efficient energy use

STRATEGIC POTENTIAL

- Tricolore® directly refers to a dynamic pricing system using color-coded days for example blue, white and red.
- It also resonates with the traffic light system, offering a more intuitive understanding for users:
 - Green: low-cost electricity
 - Orange: medium rate
 - Red: high cost electricity

TRADEMARK

- Registered in 2022
- Trademark Classes: 4, 9, 35, 39, 42

STRENGTHS

A name with high marketing potential that allows energy providers to:

- Differentiate from historical operators
- Communicate clearly about pricing
- Boost user engagement and intuitive understanding

energy
SECTOR

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