



Terms of Reference

Trademark Registration Consultant

1. Background

The PAL Network (The People's Action for Learning) is a south-south partnership of 17 member organisations working to promote children's foundational learning across Africa, Asia, and America. PAL Network members conduct citizen-led assessments (CLAs) and learning intervention programmes (action) aimed at improving learning outcomes. To safeguard our brand identity, learning intervention projects, and assessments, we aim to trademark our organization's name, logo, assessment tools, and specific project names both in Kenya and globally.

2. Scope of Work

The primary objective is to secure trademarks for the following:

- Full Name: The People's Action for Learning Network
- Organization Name (Abbreviated Name): PAL Network
- Logo
- Assessment tools: ICAN, ICARE, and PAL ELANA
- Project Name: My Village

The Consultant will also:

- Conduct an initial consultation to understand the specific requirements and strategic objectives for trademark registration.
- Perform searches to ensure the trademarks are not currently registered or in use in Kenya and globally.
- Prepare all necessary documentation for the trademark applications.
- File the trademark applications with the relevant authority in Kenya.
- Manage any required follow-up or correspondence with the trademark offices.
- Identify and register trademarks globally with the relevant organization.
- Manage any required follow-up or correspondence with the global registration process.

3. Deliverables

- A comprehensive report detailing the search and evaluation results for the proposed trademarks.
- Copies of all filed trademark applications.
- Regular updates on the status of each application, including timelines for expected completion.
- A final report summarizing the outcome of the trademark registration process, including official documents and certificates of registration.

4. Qualifications

The ideal consultant will possess:

- A law degree with a specialization in intellectual property law.
- At least five years of experience in trademark registration, preferably with experience in the

non-profit sector.

- Familiarity with international trademark laws and procedures.
- Excellent communication and organizational skills.
- Proven ability to handle legal documentation and liaise with governmental and international bodies.

5. Duration

The consultancy is expected to last for 3 months, with the possibility of extension depending on the progress of trademark registrations.

6. Application Process

Interested consultants are requested to submit the following:

- A technical proposal outlining the approach to the trademark registration process.
- A financial proposal detailing the consultancy fee.
- CV highlighting relevant experience and qualifications.
- References from previous clients.

Applications should be submitted by 26th July 2024 to jobs@palnetwork.org. Proposals will be evaluated based on the consultant's experience, the robustness of the proposed approach, cost-effectiveness, and previous work with similar organizations.