

Google's adword trademark policy – impact on your brand?

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As mentioned in Joe's [previous blog post](#), Google last week announced changes to its pay-per-click trademark policy which for the first time will allow any company to buy keywords associated with a rival's brand name.

We've had a great deal of interest from our clients and industry journalists, who are keen to understand the implications and effect of Google's plans to allow any company to bid on competitor brand names.

So we asked [Paul Doleman](#), our CTO and Head of Paid Search, to give his advice and opinion on:

- What has happened and why
- Google's motivation behind the policy change
- How it might affect the market and businesses
- The likely impact to brand owners

Find out what Paul has to say?(advise using your headphones)

The policy comes into effect in May, ahead of which the debate will no doubt continue. For example, [Travolution](#) discussed the impact to travel brands in an [article](#) posted yesterday.