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Planning

## **Online Brand Protection Services - Early Market Engagement**

Transport for London

F01: Prior information notice

Prior information only

Notice identifier: 2024/S 000-038360

Procurement identifier (OCID): ocds-h6vhtk-04c091

Published 27 November 2024, 5:01pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Transport for London

5 Endeavour Square

LONDON

E201JN

#### **Contact**

Lavinia Tidy-Jones

#### **Email**

[laviniatidyjones@tfl.gov.uk](mailto:laviniatidyjones@tfl.gov.uk)

#### **Country**

United Kingdom

**Region code**

UKI - London

**Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

<https://tfl.gov.uk/>

**I.3) Communication**

Additional information can be obtained from the above-mentioned address

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

General public services

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**Section II: Object****II.1) Scope of the procurement****II.1.1) Title**

Online Brand Protection Services - Early Market Engagement

Reference number

TfL 96936

**II.1.2) Main CPV code**

- 72000000 - IT services: consulting, software development, Internet and support

**II.1.3) Type of contract**

## Services

### **II.1.4) Short description**

Transport for London (TfL) are issuing this PIN notice to invite interested suppliers to undertake Early Market Engagement activities in the form of supplier 1-2-1s in relation to Online Brand Protection Services.

This is not a call for competition, it is being used as a medium to carry out market engagement, identify interested parties that have the potential to meet the requirements and to better understand the market capabilities.

This PIN is issued solely for the purposes of market engagement. No information contained within this PIN, or provided during and for this, or any other, market engagement exercise, constitutes any commitment by TfL or any member of the TfL group or any of their stakeholders to undertake any procurement exercise in the future.

### **II.1.6) Information about lots**

This contract is divided into lots: No

## **II.2) Description**

### **II.2.2) Additional CPV code(s)**

- 48000000 - Software package and information systems
- 72000000 - IT services: consulting, software development, Internet and support

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom
- AT - Austria
- BE - Belgium
- BG - Bulgaria
- CY - Cyprus
- CZ - Czechia
- DE - Germany

- DK - Denmark
- EE - Estonia
- EL - Greece
- ES - Spain
- FI - Finland
- FR - France
- HR - Croatia
- HU - Hungary
- IE - Ireland
- IS - Iceland
- IT - Italy
- LI - Liechtenstein
- LT - Lithuania
- LU - Luxembourg
- LV - Latvia
- MT - Malta
- NL - Netherlands
- NO - Norway
- PL - Poland
- PT - Portugal
- RO - Romania
- SE - Sweden
- SI - Slovenia
- SK - Slovakia

#### **II.2.4) Description of the procurement**

Requirement description:

TfL require protection of our portfolio of brands across the internet. The services we will require are the following:

- Scanning the web and online marketplaces to search for any brand infringements
- Taking down any sites that infringe TfL's brand
- Provide service reviews with the IPR manager, along with TfL's chosen brand licensing agents (and potentially TfL legal) to review progress on at least a quarterly basis

This service would need to monitor the following areas:

- UK & Global Market Places
- UK & Global Websites
- Mobile apps
- Social Media (including but not limited to X (formally twitter), Tik Tok, Facebook....

This service would need to cover protection of the following brands:

- Transport for London (TfL)
- London Underground (LU)
- Roundel (all circle and bar devices under which are Trade Marked by TfL, we can provide up to date list of these, including visuals).
- Mind the Gap (both the words and the visuals)
- Heritage Posters, Moquette's, Routemaster & Johnston Fonts (full list & images can be provided)
- The Tube Map
- Oyster Card (word mark)
- Oyster Card (visual mark)

### **II.3) Estimated date of publication of contract notice**

6 February 2025

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

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## **Section VI. Complementary information**

### **VI.3) Additional information**

If you wish to register an interest, please send an email before 5pm on the January 2, 2025, clearly stating 'Online Brand Protection Services EOI' in the subject line to [laviniatidyjones@tfl.gov.uk](mailto:laviniatidyjones@tfl.gov.uk) including the following information:

- Name of Contact,
- Name of Organisation,
- Details of the company's website providing further information about the company.
- Email address,
- Telephone contact number.

The 1-2-1 session is likely to take place via Microsoft Teams and will last for one hour. The session will include an overview of TfL's requirements, the opportunity for the supplier to outline their service offering, and to conclude with pre-planned questions.

The 1-2-1 session will take place between 8 - 14 January 2025. Suppliers will be provided with their day and time slot by close of play January 3, 2025.