



**TMDS**  
PART OF CPA GLOBAL



## TMDS Watching Service

We Speak Your Language



# TMDS Watching Service

TMDS, part of CPA Global, delivers the most intelligent watching solutions available on the market today. Through a combination of leading proprietary watch technology and our team of skilled multilingual watch analysts, we report on the most comprehensive set of relevant marks and potential infringements.

## People Make the Difference

What sets us apart from other providers is the role our people play in the trademark monitoring process. We have a team of multilingual watch analysts including native speakers fluent in over 60 languages collectively. With this invaluable capability and local insight, we can identify phonetic similarities, unique local equivalents, commercial interpretations, graphic elements and cultural perspective that impact the contextual meaning of a published mark. This level of analysis is impossible for electronic watch programs alone to detect.

TMDS Watch Services include:

Watch Type	What's Covered
Worldwide Watch	Published marks in specified classes in all trademark jurisdictions around the world
Country Watch	Published marks in specified classes in an individual country
Tailored Watch	Published marks in specified classes in trademark jurisdictions falling in specific regions such as Asia Pacific, Latin America, Europe or a tailored cluster of countries
Digital Content Watch	Web Content Watch, On-line Auction Watch, Domain Name Watch and a variety of other reports covering all gTLD's and ccTLD's globally

*Additionally we offer:* UK Company Name Watch, OHIM Design Watch and Caveat Watch

# What Makes TMDS Different?

## Technology, Trademark Expertise, and Native Speaker Analysis

- We consider:*
- Word meanings—not just identical or similar word matches
  - Phonetic pronunciations of words and characters—not just identical or similar word and character matches
  - Visual resemblance of images—not just exact design match
  - Analysis of classes and relationship of goods and services

Our trademark expertise, native linguistic capabilities, cultural awareness combined with the latest surveillance technology delivers the most relevant watch citations.

### Reporting Relevant and Comprehensive Results

Reporting relevant watch notices can be a delicate balance, ensuring that you receive information that helps protect your trademark portfolio whilst not wasting your valuable time. At TMDS, we employ rigorous controls to ensure we report the most relevant watch results, including:

- Our proprietary watch technology includes algorithms designed to automatically identify phonetic links in trademarks. This will pick up marks that sound similar but are written in a different way.
- Our ability to customise our watch parameters according to your criteria. For example, we can report only on the distinctive elements of marks rather than the generic elements.
- Marks are entered in our watching system in their original language, English translation and transliteration (similar sound) simultaneously—ensuring a comprehensive watch is delivered for the trademarks we monitor.
- We can watch for marks with the same consonants but different vowels. For example, the mark 'MELITA' can be watched for matches with consonants in the same place but with different vowels, eg MOLATA.

### TMDS Excelerise™

#### Delivering Control and Visibility

TMDS Excelerise™ is our latest generation trademark watching management portal. It delivers greater control and visibility over your trademark

watch strategy and results, empowering you to align surveillance activities and TMDS results more effectively.

Through TMDS Excelerise™ you can manage, analyse, collaborate and take action on your watch results. The way your watch information is organised in the portal can be personalised to ensure that you are presented with the data that is most important to you first. You can also easily add or modify your watch subscriptions through TMDS Excelerise™

#### Through TMDS Excelerise™ you can:

- View and download your watch notices
- Request translations
- Share watch results with your clients, colleagues and foreign associates
- Maintain notes against each watch notice
- Manage tasks and deadlines for watch notices and potential trademark oppositions
- Denote jurisdictions and classes that are most critical to each trademark under watch
- Request to widen or narrow watch parameters and channel other feedback related to your watch subscriptions
- Modify, add and remove your individual watch subscriptions
- Communicate directly with TMDS client services team

## Realising Value

Please contact us at [ipinfo@cpaglobal.com](mailto:ipinfo@cpaglobal.com) or visit us at [www.TMDS.com](http://www.TMDS.com)

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