

# Trademark Searching Service



Your business is growing. You're developing new ideas, entering global markets and promoting them all over the world. After investing so much time and money into a new brand, product or service, it would be a disaster to learn that the trademark you have chosen is already in use by a third party in a key market. Even worse would be facing an infringement lawsuit after your product has been launched and your sales have begun to develop.

When so much is at stake, it is vital that you follow a responsible strategy when it comes to selecting trademarks overseas. And the first step in avoiding problems is determining beforehand whether your chosen mark is available for use and registration in each of the markets where you plan to use it.

## WHAT IS THE MOST EFFICIENT METHOD OF SEARCHING TRADEMARKS?

Trademark searching on an international scale is complex and time consuming. You could try to manage it in-house, but you'd need specialist staff, access to trademark subscription databases and a network of reliable foreign trademark agents. Or you could contact CPA Global. We have the global resources and tailored approach needed to deliver high-quality trademark availability searches at competitive rates. You can even obtain the opinion of professional local counsel, without having to select and engage foreign representatives.

Take advantage of our reputation, experience and global network to get the reliable results you need before selecting your next trademark or embarking on your next international deal. You can't afford to leave it to chance.

### For more information contact:

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*'We have used CPA's trademark searching service over a number of years to conduct overseas trademark availability searches for the vast majority of our clients. The searches are well presented and easily understandable to trademark practitioner and client alike.'*

**Mathisen, Macara & Co**

# 5 REASONS TO SEARCH TRADEMARKS WITH CPA GLOBAL

FOR TWO DECADES, MAJOR MULTINATIONAL CORPORATIONS AND ATTORNEY FIRMS HAVE BEEN USING CPA GLOBAL'S SEARCH SERVICES TO CLEAR MARKS OVERSEAS. HERE ARE FIVE REASONS WHY YOU SHOULD JOIN THEM:

## 1 YOU NEED A COMPREHENSIVE SERVICE WITH GLOBAL COVERAGE

Our search service is available in every jurisdiction where trademarks can be registered. Our expert local agents will examine their local registries for names, slogans, logos and other brand elements to determine if any conflicting rights already exist. Proprietor searches are also available in many countries. By choosing our service, you can benefit from CPA Global's global reach and long-established experience. If a jurisdiction registers trademarks, we can search there for you.

## 2 YOU WANT PROFESSIONAL, LOCAL EXPERTISE

Did you know that in some Asian countries, the number 'four' sometimes carries negative connotations of death and failure and should be avoided in trademarks and business names? Can you tell whether your chosen mark sounds like an insult when spoken in another language? Our agents are experts in local laws and customs and will provide easy-to-understand advice about whether a mark is available, including whether it might present any cultural or language-based concerns. All this, without the expense of researching or engaging local counsel.

## 3 YOU WANT QUALITY RESULTS

Through our global network of agents we are able to deliver high-value trademark availability searches in multiple jurisdictions. You can expect timely, high quality reports in a standard, easy-to-understand format, enabling you to make informed decisions.

## 4 YOU WANT FLEXIBLE SEARCH OPTIONS

CPA Global will supply you with the information you need, whether you want a simple status report on a trademark you know about, a proprietor search, or an availability search (for similar or identical word marks or devices), with or without an opinion from local counsel. In many instances, we can obtain results quickly for your urgent projects. You receive a comprehensive and flexible service that is tailored to meet your search requirements and deadlines.

## 5 YOU SEEK CONVENIENCE AND EFFICIENCY

You can use our website to obtain instant price quotes and submit instructions for your searches on-line. For speed and efficiency, we can deliver reports electronically. By ordering searches on-line through a single provider and by paying a single invoice in a single currency, you save time and effort.



## OUR TRADEMARK SEARCHING SERVICES

### SIMILARITY WORD OR DEVICE SEARCH

Identifies identical and confusingly similar marks and provides full details of the most relevant citations, along with a translation of the goods/services.

### SIMILARITY WORD OR DEVICE SEARCH WITH OPINION

Adds the local agent's opinion about the availability to use and/or register the proposed mark, based upon consideration of prior marks identified. Similarity considers appearance, sound and meaning of the marks being compared.

### IDENTICAL SEARCH

Locates marks with only absolutely identical visual or phonetic appearance.

### PROPRIETOR SEARCH

Locates all marks owned by a specific entity.

### COMPANY NAME INDEX SEARCH

Locates a list of companies with an identical/similar name to the searched term(s).

### FULL COMPANY NAME SEARCH

Provides the full history of any publicly available information for one specific company.

### STATUS SEARCH

Provides full details and current status of any given mark.