



Trademark Watching Service



Your trademarks are vulnerable to abuse by third parties. Unscrupulous competitors may attempt to register marks that conflict with yours, and in many cases opposition is a complex and expensive process. If you are going to prevent infringements, a comprehensive and systematic process of identifying them is required. Trademark watching detects any conflicting trademark applications around the world at the moment of publication, allowing you to file oppositions in time to stop third-party incursion. For those jurisdictions where local Trademark Offices no longer conduct prior searching and comparative examination before registration, this may be your only opportunity to prevent infringement.

WHAT IS THE MOST EFFICIENT METHOD OF WATCHING TRADEMARKS?

You could watch your trademarks in-house, but you'd need specialist staff with linguistic skills, have to pay costly database subscriptions and have access to Trademark Office journals and a global network of suppliers. Alternatively, you could outsource to Trade Marks Directory Service (TMDS). By outsourcing to us, you benefit from the 60 years' experience we've gained from watching trademarks worldwide. Aware of how much information is lost through inaccurate translations of trademarks, TMDS, part of the CPA Global Group, is unique in ensuring new trademark applications are carefully examined by trained linguists.

For more information contact:

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'TMDS consistently delivers the very best standards in quality and service and we would have no hesitation in recommending the use of their services to others.'

Pfizer Limited

5 REASONS TO WATCH TRADEMARKS WITH TMDS

FOR OVER 60 YEARS, CORPORATIONS AND ATTORNEY FIRMS HAVE RELIED ON TMDS, PART OF THE CPA GLOBAL GROUP, TO GUARD THEIR TRADEMARKS' DISTINCTIVENESS AGAINST INFRINGEMENT WORLDWIDE. HERE ARE FIVE REASONS WHY YOU SHOULD JOIN THEM:

1 YOU NEED TO PROTECT YOUR TRADEMARKS ON A GLOBAL SCALE

We watch trademarks around the globe. Our in-house expert linguists review newly published trademark applications. We will then inform you of potential infringements, thereby giving you the opportunity to file an opposition.

2 YOU NEED YOUR IP TO BE HANDLED BY AN EXPERT

Using a unique combination of technology and human skills, TMDS translates and transliterates every language in the trademark world into English to check for potential infringement. Can your current service identify phonetic sound-alikes, local dialects and graphic elements that impact the contextual meaning of a published mark? If you've been relying solely on a computer-driven service you may be surprised at how many foreign language marks are missed. You can also receive a full translation from an expert who both knows the language and has the experience of the trademark world.

3 YOU WANT A COMPREHENSIVE WATCHING SERVICE

We provide traditional off-line watching as well as on-line brand protection services. Our trained linguists systematically examine all new trademark applications published in official trademark journals for potential infringements. We also watch the Internet for the use of your domains, trademarks and brands through our domain name, web and auction watch services. We monitor your chosen domains across 800 extensions, identify the use of a named brand in the body of the site or metatags, and watch for the

sale of trademarked items on auction sites such as Yahoo! and eBay. This means we provide you with information which may prove vital in defending your IP Rights.

4 YOU NEED TO MANAGE YOUR PORTFOLIO ON-LINE

Using TMDS Direct, our on-line trademark portfolio management tool, you can view your entire portfolio sorted by country coverage and trademark. You can also add, delete or modify existing marks, view watch notices in a tabular format, print off potential infringements and use workflow tools to leave instructions for colleagues. The on-line portal allows you to view the results generated from monitoring the use of your brands on the Internet. You can create your own folders, access Whois information and run reports. This saves you time by allowing you to manage your IP at your convenience and share information quickly with colleagues.

5 YOU WANT TO CHOOSE HOW YOU RECEIVE YOUR WATCH NOTICES

We are able to deliver watch notices in a variety of electronic formats – by e-mail, by XML feed (raw data feed), or via TMDS Direct. Clients viewing watch notices via TMDS Direct can view notices in a tabular format – this allows for fast, easy review and selection of possible infringements. It's worth noting that we can batch the watch notices either by attorney, or by client; this makes it easier to sort and action those watch notices which are of interest. We are also able to provide traditional paper watch notices should you prefer this format.



WATCHING

= BURDENSOME
BUT NECESSARY

The Reality =
INFRINGEMENT

Your trademarks are vulnerable to abuse by third parties, and in many cases you only have a short time to file oppositions

The Problem =
TIME-CONSUMING

To spot potential infringements, you need to examine trademark applications worldwide and watch the Internet

The Requirement =
MONITORING

You need to identify potentially infringing applications at home and abroad, in foreign languages and on the Internet

The Solution =
TMDS

Expert linguists, global coverage, cost-effective, on-line and off-line delivery and speedy reporting