

# Trademark Search Products & Services



## WE'VE EXPANDED OUR OFFERINGS

Our new alliance with Avantiq gives CPA Global clients access to some of the most comprehensive trademark search services, as well as the most highly-trained and experienced search analysts. This ensures that we can deliver a search project second to none.

## YOU'RE A NAME, NOT A NUMBER

When you partner with us, be prepared to be the focus of our undivided attention. We are passionate about what we do, so we take into account every detail of your products and services, competitors and industry. We then develop a search profile that meets your specific needs, concerns and deadlines. We hand-pick a search team that is specific to your industry.

- Your dedicated CPA Global and Avantiq team will prepare and execute your custom search which results in a comprehensive search report that is customised to your needs and stamped with the CPA Global and Avantiq® quality seal. Plus, your CPA Global account manager, together with Avantiq's search team, will always follow up to discuss your results and to offer further suggestions or insights.

## A UNIQUE APPROACH

- Your CPA Global account manager will work closely with you to evaluate your search needs. They will stay in close contact with you through the whole process and are available to discuss your searches in detail.
- We set up a customised search plan taking your budget and timeline into consideration, ensuring that your money is wisely spent finding candidates with the highest chance of survival.

- All our searches are carried out in up-to-date databases by our in-house search analysts, or are conducted locally by our carefully selected associates.
- We always start with a language check against the primary languages of the country searched. This allows us to verify whether a given name has a specific meaning or any negative connotation.
- Search analysts prepare search strategies based on pertinent linguistic experience and industry-specific knowledge.
- Our search analysts review all marks found, selecting and sorting the most relevant ones on the basis of similarity of the mark to the candidate, goods and services, owner information, use requirement and status (active, inactive, pending, etc).
- All work provided by our associates is proofread by our in-house attorney, checked and cross-checked for consistency.
- The final results are presented in a professional report, customised to your requirements. Besides a comprehensive hit list, which contains all important trademark information at a glance, full documentation for all marks selected is also included. Goods and services are translated into English using automated translation tools enhanced by human translators, or by our local associates.
- Results are forwarded to you by e-mail or by ordinary mail and are always imported into our proprietary online tool, INSPIRO® for your review.

## PHARMACEUTICAL SEARCHES

Our team of expert pharma search analysts all have a medical background and know the pharma landscape intimately. They are familiar with therapeutic codes, administration, dosage, whether the product is Rx, OTC or generic, competitive products, client affiliates and partners, trademark filing strategy, regulatory filing dates and planned launch. Our search analysts also search the INN file, as well as Martindale.

Each Pharma In-Use report contains full information on the therapeutic code, owner/distributor, launch date, last recorded sales and sales status.

## DOMAIN NAME SEARCHES

Our domain name search is conducted using the most comprehensive domain name database available in the industry and has been developed with the needs of the trademark practitioner in mind.

All our domain name searches are carried out by our internal search team, which has intimate knowledge of the domain name arena. We will conduct the appropriate search variations, work through all results, check the content of the websites on the internet and download relevant pages for your review. If we find inappropriate content behind certain domains, we will advise you.

The domain name database covers all ccTLDs (Country Code Top Level Domain Names) and gTLDs (Generic Top Level Domain Names). The report contains a hit list of relevant domain names, with complete Whois data if it is available at the time of the search.

## COMPANY NAME SEARCHES

Before conducting a company name search in Dun & Bradstreet®, we firstly identify the business codes which most closely match yours. This ensures that only the most relevant company information is included in your report.

For a comprehensive company name search, our local associates request information from the appropriate authorities and report on all relevant incorporated businesses. This search, including an opinion if requested, is available for 75 countries.

## OWNERSHIP

Prior to the ownership search, we investigate all names under which the trademark owner conducts business, ensuring that all variants and transliterations of their legal names are searched.

### For more information contact:

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The report consists of an overview of all trademarks retrieved, which shows at a glance essential information, such as owner, goods and services, application/registration date and status. Following the overview, full documentation for each trademark is provided. The ownership search is available for 141 countries.

## INSPIRO®

Discover INSPIRO®—an advanced online business tool for intellectual property professionals. It enables you to move the entire online and offline search process to a single web platform, from defining and managing your search requirements, conducting the search yourself or ordering offline searches from us, analysing the results and writing opinions, up to the production and delivery of a fully customised final report.

INSPIRO® enables teams to be more productive. Give access to your colleagues and work on the same searches simultaneously. With INSPIRO® you can easily share knowledge and make the most of each person's skills and expertise.

## ADDITIONAL SERVICES

We also provide clearance for naming projects, TMDS watching, in-use investigations, applicant searches, connotation searches, common law searches, certified copies and more. Please contact us for more information.

## WHY SO PASSIONATE ABOUT SEARCHING?

In a world built on automation, we stand apart for our devotion to detail, coupled with the best kinds of technology—achieving the highest quality results.

Search strategies are carefully developed by our team of expert search analysts, then combined with our intuitive query search system, the latest generation in search intelligence developed by our partner, Avantiq.

A senior search analyst reviews and analyses the results—document by document—taking into consideration all specific requirements. All relevant marks are hand-picked and incorporated into the final report, which is thoroughly proofread by another experienced professional.

When you deal with CPA Global for trademark searching, you can be sure the output will be tailored to your needs, and that our work will always be transparent and cost-effective.

## OUR FOUR-TIER APPROACH TO SEARCHING

- Training
- Teamwork
- Total Quality Management
- Technology

### TRAINING

For the first year and a half, the search analyst works as a trainee in an educative capacity, where a mentor reviews all of the searcher's work. In three years the analyst is considered a senior and after five years, an expert. You will always have an expert on your search team.

### TEAMWORK

When you talk to your CPA Global account manager, they will discuss details with our search analysts and other members of the team, ensuring there is all-way communication and allowing us to find innovative search solutions tailored just for you. In the same way, we also work closely with our associates—worldwide partners on whom we count for local expertise and resources.

### TOTAL QUALITY MANAGEMENT

The "four-eye principle" ensures your search results will always be reviewed by a second professional search analyst.

## TECHNOLOGY

With a team of a dozen top developers, not only do we embrace new technology, we create it. In listening to our clients and our in-house search specialists, we introduce new software to our internal search team first, make necessary refinements, then release a polished product to the industry.

## EVALUATING YOUR SEARCH RESULTS

Our policy is complete transparency in pricing, methods and delivery. We believe that you cannot evaluate search results if you don't know each step taken to achieve those results.

We will always:

- Make suggestions for a variety of search options to allow you to choose the most cost-effective method.
- Show you all of the search variations applied, as well as detailed information on the databases used.
- Show you who performed your search and proofread your report, along with their contact information.

We use the latest technology to automate certain repetitive tasks, while relying on our expert search analysts for their unique perceptions, experience and decisions. They will make associations, distinctions and judgements that ultimately improve the quality of the search. In the end, we want your trademark to be successful. It's a testament to our good work too.

Our approach allows you to see precisely what's been done, enables you to give direction or feedback and most importantly, helps you to be confidently accountable for the results to which you'll have to sign your name.

## A MEASURABLE DIFFERENCE

In combining our extensive global trademark expertise with Avantiq's search experience and the intimate trademark knowledge of our clients, we can offer a service unmatched in the industry.

We offer the convenience of working with one partner for all of your IP service needs, while benefitting from the highly specialised knowledge that Avantiq brings to the table. This is what sets us apart from the competition.



## PRODUCTS & SERVICES OVERVIEW

### WORD MARK SEARCHES

#### IDENTICAL KNOCK-OUT SEARCH

The identical knock-out search retrieves identical and phonetically-identical trademarks and is available for more than 160 countries.

#### ADVANCED IDENTICAL SEARCH

Using up to 40 thoughtfully selected variations based on prefix, suffix and infix, plus vowel and consonant sequences, this search reveals more than 70% of all conflicting marks.

The advanced identical search, available for 66 countries, is an ideal way to clear descriptive marks and functions as a reliable filter for multiple coined-mark searches.

#### COMPREHENSIVE SEARCH

This complete search provides the full landscape of possible conflicting marks. It combines the intuitive query search system—the latest in our automated search intelligence vehicles, with the thoughtfully selected variations of our senior search analysts.

Expert search analysts review, analyse and hand pick the marks which are relevant to your specific needs.

In the event that your search is handled by one of our associates, we communicate your specifications and ensure your needs are known and respected, while holding the associate to our high standards. The comprehensive search is available for 169 countries.

#### OVERALL TRADEMARK OPINION

When you plan to file a trademark in multiple countries — such as the European Union — you may need a general opinion on the availability of your mark. Our overall trademark opinion is provided by attorneys experienced in worldwide trademark matters who will work through all search results and provide a consistent overview on potentially conflicting marks in the countries searched. It purposely does not provide an individual opinion on each single country.

#### LEGAL NAME SEARCH

The legal name search pairs our comprehensive search with the expertise of our qualified local associate, who will review and analyse the results, comment on the similarity of each mark cited, point out any local constraints, advise in case of negative connotation, discuss owner information and propose methods to overcome potential barriers.

Should you have additional concerns, we are happy to liaise with our associates, who will provide further advice related to your search results at no additional charge. If needed, we can set up a direct connection between you and our associate. The legal name search is available for 170 countries.

#### GLOBAL40+™

The Global40+™ search is a real-time, exact and phonetically-identical search, conducted in up to 45 classes and 45 up-to-date and complete registers, analysed by our expert search analysts, professionally reported—including full trademark documentation for each name selected and English translation of goods and services. Plus, we can deliver this report in just 24 to 48 hours.

#### TOP5EU™

If you are interested in filing a Community Trademark, or you want an in-depth view of the major marks in the European Union, but are mindful of your budget, consider our Top5EU™ search. Over many such searches, we discovered that nearly 80% of all relevant marks are found in the German, French, Spanish, Italian, UK, CTM and WIPO databases.

Conducting a Top5EU™ search is a good foundation for searches that may follow. It is available for Identical Knockout, Advanced Identical, Comprehensive (with or without overall trademark opinion) and Legal searches.

#### EURO27™

The Euro27™ allows you to choose the level of security you need at a price that fits your budget—from a basic overview to a comprehensive search with trademark opinion. Like the Top5EU™, the Euro27™ is available for Identical Knockout, Advanced Identical, Comprehensive (with or without overall trademark opinion) and Legal searches.

### DEVICE MARK SEARCHES

#### COMPREHENSIVE DEVICE SEARCH

For this in-depth search, our experienced device search analysts closely examine the device to ensure that all applicable Vienna codes are selected for the search.

All device marks found are analysed by our experts, taking especially the similarity of the design into consideration. We also study owner information, compare goods and services and review the status and age of the mark.

The selected device marks are compiled in a unique report format, provide an easy-to-read overview, showing the design and any associated word parts. All essential information, such as owner, goods and services, application/registration date and status can be found at a glance. We also provide full documentation for each device mark, as well as a separate page with a magnified view of the design for closer review.

#### LEGAL DEVICE SEARCH

The legal device search is a comprehensive device search with an opinion provided by our local associates.

Both of these device mark searches are available in 126 countries.