



GOVERNMENT OF THE REPUBLIC BOTSWANA



JAPAN PATENT OFFICE



Searching for Brands Using the WIPO Global Brand Database

at the

**WIPO Workshop on the Development of the
Technology and Innovation Support Center (TISC) Network
from 8th – 10th August 2018 at BIH, Gaborone Botswana.**

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What is the Global Brand Data Base?

- The Global Brand Database is your gateway to more than 28,540,000 records from 35 national and international collection of registered TMs
- Its the first step in researching whether a mark similar or identical to yours already exists
- It is a free public resource developed by WIPO for searching trademark and other brand information such as domain name
- Search the Global Brand Database before filing a trademark application, or to simply browse marks in markets that interest you.
- It has five different types of searchable fields which are divided into separate tabs for convenience.
- Specific information and hints are available for each individual tab: Brand, Names, Numbers, Dates, Class and Country.
- It can be used to search an image for visual similarity of brands

What is the Global Brand Data Base?.....

Features

- Perform a trademark search by text or image in brand data from multiple national and international sources, including trademarks, appellations of origin and official emblems.
- Easily search multiple brand-related data sources and receive instant feedback, letting you explore the brand landscape in a new and powerful way.
- It is fast and flexible, interactive and dynamic with immediate feed back
 - 'Fuzzy'- is able to deal with uncertain or incomplete **information AND SO** can perform phonetic and word matches
 - Can search US and Vienna image classifications by description
 - Customisable search results and can analyse data

Global Brand database.....

- It has a wealth of data from Madrid Trademark registrations (administered by WIPO), Lisbon Appellations of origin, Article 6ter emblems, national trademarks from countries that have decided to join the GDB e.g Algeria, Egypt, Morocco, Papua New Guinea, Korea, Israel, Indonesia, Switzerland....
- Botswana became a member of the Madrid Protocol from 5th December 2006 and therefore trademarks registered by CIPA may soon be part of GBD particularly those that have registered under the Madrid protocol.
- Although the Global Brand Database covers a number of large trademark collections, it may be prudent to also search the registers of national/regional IP Offices. You may also consult a trademark attorney.

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Why Search a TM Using Global Brand Data Base?

- The Global Brand Data Base is useful to entrepreneurs and businesses
- Brand land scape – as an entrepreneur you are interested in knowing what brands are in the market that you are interested in selling your goods or services
- Details about brands – the search will show you information on similar brand images or names and the classes of goods for which it is applied.
- This can help you decide on whether to use it in a particular market or to change your proposal depending on what you find in the data base
- The search may assist a new entrepreneur to know what a trademark looks like, how it represents goods in the market
- The search will assist professionals in advising their clients on the proposed brand, name or symbol
- Local enterprises can expand their business and benefit from exporting to other countries with full knowledge of the marks registered in the export market.
- It will help in taking strategic decisions about business – while majority in this room may be scientists, the question is why invent if not for the market?


How to access the GBD

- www.wipo.int/branddb
- www.wipo.int

Knowledge Knowledge h

We provide the data and economic intelligence that enable strategic decisions.

Global IP infrastructure




PATENTSCOPE
64,540,000 international and national patent documents.

Global Brand Database
30,430,000 records of trademarks, appellations of origin and emblems from multiple national and international sources.

Global Design Database
1,740,000 industrial design registrations from the Hague System and participating national collections.

WIPO Lex
14,100 records of national IP laws and treaties of some 200 countries.

Market intelligence

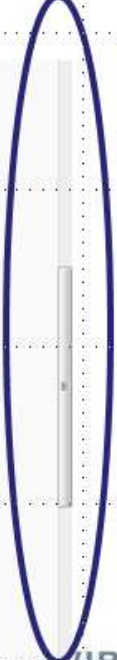


Services yearly reviews
Comprehensive facts, figures and analysis.

World IP Report
A comprehensive picture of IP activity around the world based on statistic national and regional IP offices, WIPO and the World Bank.

WIPO IP Facts and Figures
An overview of intellectual property activity using the latest available year complete statistics.

Global Innovation Index
Innovation Feeding the World.



The Global Brand Database page

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Global Brand Database

Perform a trademark search by text or image in brand data from multiple national and international sources, including trademarks, appellations of origin and official emblems. V: 2016-11-23 14:48

Data from Spain available 2016-10-11 Over 740,000 records added

Data from Mongolia available 2016-08-10 Over 15,000 records added

Data from Malaysia available 2016-07-05 Over 450,000 records added

Data from Jordan available 2016-05-17 Over 58,000 records added

Data from Georgia available 2016-04-27 Over 26,000 records added

Data from Papua New Guinea available 2016-04-27 Over 23,000 records added NEWS ✕

SEARCH BY

Brand | Names | Numbers | Dates | Class | Country

Text = e.g. wipo OR omp!, *ntel*, omp!~

Image Class = e.g. 05.07.13, apple AND tree

Goods (All) = e.g. footwear, comput*

search ↗

CURRENT SEARCH
BRAND:car ✕

FILTER BY

Source	Image	Status	Origin	App. Year *	Expiration *
AE TM	19	AU TM	1,592	BN TM	10
CA TM	1,042	DE TM	1,331	DK TM	109
CH TM	183	EG TM	74	EM TM	799
EE TM	24	ID TM	265	IL TM	102
GE TM	6	JP TM	349	KH TM	30
JO TM	47	MA TM	65	MD TM	16
MA TM	65	MN TM	16	MN TM	4
MX TM	768				

Display: List ▾ Sort: Value - asc ▾ filter ▼

1 - 30 / 18,742 TMview Ⓞ

Display: 30 per page options Ⓞ

Brand	Source	Status	Relevance	Origin	Holder	Number	App. Date	Image Class	Nice Cl.	Image
CAR	JP TM	Active	12	JP	サカタ産業株式会社	5582552	2012-10-09	VC.18.01, VC.27.03, VC.27.05	5, 11	
CAR	JP TM	Active	11	JP	キヤン株式会社	4356717	1998-08-24		9	
DRKIZZ, CAR, CAR, CAR, CAR	JP TM	Active	11	JP	日産部品九州販売株式会社	4724684	2003-03-13		37, 42	

Search by- criteria

- Main search area and it allows specific terms for search
- As you enter terms into a particular field, the data base provides suggestions on possible matching terms
- All queries entered in the field in each tab, click the search button to add those terms into the **current search** area - with matching records in the **results area**
- Searchable fields are divided into separate tabs i.e Brands, Names, Numbers, Dates, Class and Country

Search by

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Display: List | Sort: Value - asc | filter

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Search by.....

- **Brand:** Brand search lets you search for terms linked to the brand
 - The three fields in this tab are:
 - Text – lets search text related to the brand
 - Image class – search records with images that match term(s) you enter
 - Goods/ services – search for records with list of goods/services that match
 - **Name:** search names associated with the record
 - The two fields in this tab are:
 - Holder - name of the holder/ owner
 - Representative – legal representative
 - **Numbers:** lets you search numbers associated with the brand
 - The two fields in this tab are:
 - Publication number
 - Application number

Search by.....

- **Dates:** Search dates associated with the each record- dialog will pop up to allow you enter a specific date or a range or use the *YYY-MM-DD* format. Even 'today' or 'now' can work
- The three fields in this tab are:
 - Registration date
 - Application date
 - Expiration date
- **Classes:** gives search for any classifications associated with the brand
- The two fields in this tab are:
 - Image class – Vienna classification- when you describe the image, the db will give numerical codes that match your description
 - Nice Class – numerical codes that describe goods or services associated with the brand
- Country – which will be either country of origin or a designated one

Image similarity search

assistance in image classification entry

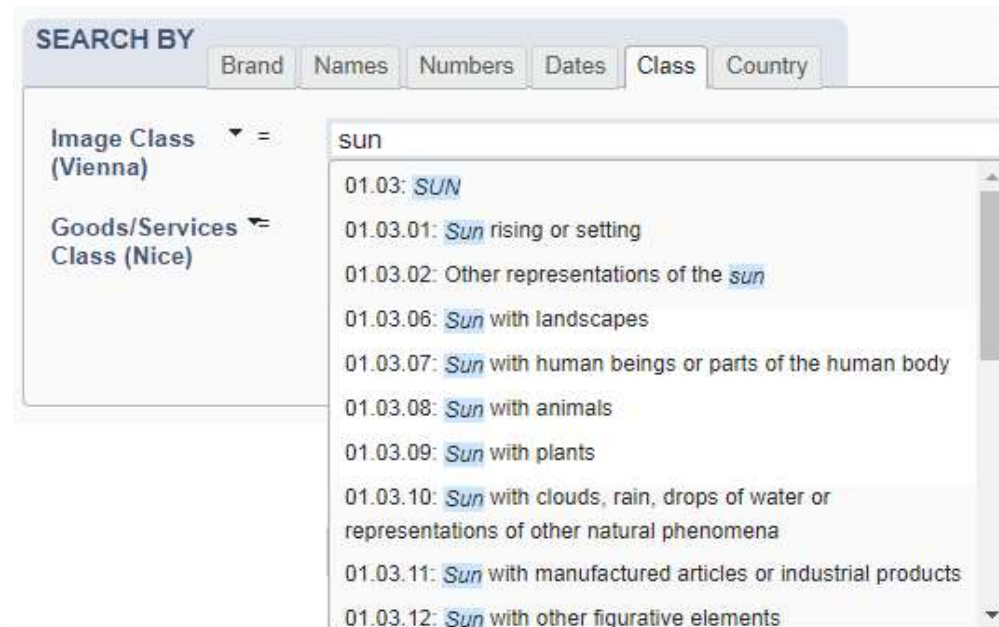


Image Similarity Search

Assistance in Vienna Classes entry

SEARCH BY

Brand Names Numbers Dates Class Country

Image Class (Vienna) = sun AND baby

Goods/Services Class (Nice) e.g. 25, footwear

search

CURRENT SEARCH



Vienna Classification: **02.02.06** Babies

Filter by.....

- This area of the db displays info that helps you narrow your search to only particular categories.
- Filters have separate tabs accordingly i.e source, image, status, application date, designation, Nice Class or Registration date
- **Source filter**: original information- from the international TM register (Madrid System), emblems that is armorial bearings, flags and other state organisations protected under international law (*Art. 6ter Paris Convention*) and appellations of origin
- **Image filter**: can rank the results of your search by their visual similarity. The search allows comparison according to shape, colour, texture, composite. The purpose of such detailed search is to allow you to customise your search to match your needs.
- WIPO does not store copies of the image searched, once analysis of the image is done, all records are removed from the servers.

Filter by.....

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Filter by.....

Status: shows current status of records matching your search

- Active
- Pending – not yet in force, awaiting examination
- Inactive – due to expiration, withdrawn

Origin: shows origin of the record which is usually the national office of the applicant. You can use the drop down menu to select all countries of origin or a map

Application date: year of application

Expiration: search by date of expiration

Nice: Class of goods and services

Registration: Date of registration- pending applications may have no date

Designation: countries designated in each record

Current Search – this area serves two purposes that is displays all terms and filters entered and allows you to manipulate those terms. A record must match all the terms in this area to be displayed. Need to clear this area for every new search to avoid confusion

Conclusion

- While the Global Brand Database does not search all registered trademarks from around the world,
- It is a great first step when looking into domain name and potential trademark registration
- When registering domain name, trademark, consider searching the GBD.

