

The webinar will begin in:



**0:00**



WELCOME





Questions/concerns

**gbd@wipo.int**

# Agenda

- Image search
  - As a user
  - History
  - Webinar
- Q&A

# Image search

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: 2021-04-26 22:0

Data from Cuba available Over 100,000 records added	Data from Zambia available Over 20,000 records added	Data from India available Close to 2 million records added	Data from San Marin available Over 3,700 records added	Data from Albania available Over 18,000 records added	Data from Ukraine available Over 269,000 records added	Data from Serbia available Over 56,000 records added	Data from Kazakhstan available Over 67,000 records added
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**SEARCH BY**

Brand Names Numbers Dates Class Country

Text =

Image Class =

Goods/Services =

**FILTER BY**

Source **Image** Type Status Origin App. Year \* Expiration \*

AE TM	223,557	AL TM	19,668	AU TM	1,845,551	BH TM	107,379	BN TM	50,633	BT TM	20,129
BW TM	38,034	CA TM	1,780,508	CH TM	455,677	CL TM	602,514	CR TM	349,359	CU TM	100,171
DE TM	2,229,699	DK TM	297,054	DZ TM	39,531	EE TM	63,130	EG TM	137,875	EM TM	1,960,511
ES TM	1,063,879	FR TM	2,983,737	GE TM	46,056	GH TM	31,225	GM TM	8,707	ID TM	985,419
IL TM	304,441	IN TM	2,418,761	IS TM	118,221	IT TM	1,266,063	JO TM	161,590	JP TM	2,271,193
KE TM	95,165	KH TM	112,707	KR TM	3,965,206	KW TM	33,213	KZ TM	73,030	LA TM	53,244

Display:  Sort:

1 - 30 / 46,479,588 TM view

	Brand	Source	Status	Relevance	Origin	Holder	Holder Country	Number	App. Date	Image Class	Nice Cl.	Image
<input type="checkbox"/>	Kiwi Canine; Kiwi K9	NZ TM	Pending	1	NZ	FORCE FREE KIWI PETS CHCH LIMITED	NZ	1177054	2021-04-27		18, 28, 31, 35	
<input type="checkbox"/>	Mary Puppies	NZ TM	Pending	1	NZ	FORCE FREE KIWI PETS CHCH LIMITED	NZ	1177053	2021-04-27		41	
<input type="checkbox"/>	CARTERS	NZ TM	Pending	1	NZ	Ju-Yi Tseng	NZ	1177052	2021-04-27		25	
<input type="checkbox"/>	The best property maintenance company; the best property maintenance; best property maintenance; best property maintenance company	NZ TM	Pending	1	NZ	James Best	NZ	1177051	2021-04-27		37, 44	
<input type="checkbox"/>	Wichcraft	NZ TM	Pending	1	NZ	Sarah Parkinson	NZ	1177039	2021-04-27		43	
<input type="checkbox"/>	MT EARNSLAW	NZ TM	Pending	1	NZ	Lucy Neame	NZ	1177057	2021-04-27		3, 4, 21	
<input type="checkbox"/>	MOUNT EARNSLAW	NZ TM	Pending	1	NZ	Lucy Neame	NZ	1177056	2021-04-27		3, 4, 21	
<input type="checkbox"/>	Raws 4 Paws; Raws for Paws; Raws four Paws	NZ TM	Pending	1	NZ	FORCE FREE KIWI PETS CHCH LIMITED	NZ	1177055	2021-04-27		31	
<input type="checkbox"/>	Side Squeeze	NZ TM	Pending	1	NZ	Sarah Parkinson	NZ	1177042	2021-04-27		33	
<input type="checkbox"/>	Two Hearts	NZ TM	Pending	1	NZ	C & N DISTILLING LIMITED	NZ	1177061	2021-04-27		33	
<input type="checkbox"/>	Binge Night	NZ TM	Pending	1	NZ	CELLULAR MEDICINES LIMITED	NZ	1177049	2021-04-27		30	
<input type="checkbox"/>	Designed 4 Cloud	NZ TM	Pending	1	NZ	DESIGNED 4 CLOUD LIMITED	NZ	1177046	2021-04-27		41, 42	
<input type="checkbox"/>	NODE	NZ TM	Pending	1	NZ	Elizabeth Carlson	NZ	1177044	2021-04-27		31	
<input type="checkbox"/>	No Verbal Elements	NZ TM	Pending	1	NZ	MOON VENTURES LIMITED	NZ	1177037	2021-04-27		36	


# Image search: 2/3 steps

searches ▾ records ▾

**FILTER BY**

Source Image Type Status Origin App. Year \* Expiration \*

**1 Pick an image**

browse 

or

drag an image here

**2 Pick a strategy**

Concept
Shape
Color
Composite

**3 Pick an image type**

Verbal	1,670,029
Nonverbal	2,370,706
Combined	16,802,956
Unknown	330,847

filter ▾

- 1. Image = unique search term
- 2. Rank search results by visual similarity to an image

# Step 1: select image

SEARCH FILTERS

Names Numbers Dates Class Country

SEARCH: e.g. \$9000269, 97294\*

SEARCH

FILTER BY: Source Image Status Origin App. Year \* Expiration \*

Pick an image: browse or drag an image here

Pick a strategy:

- Concept
- Shape
- Color
- Composite

Pick an image type:

Verbal	8,655
Nonverbal	14,256
Combined	68,493
Unknown	3,152

filter

TMview

Sort by: Relevance - desc

Display: 60

1 / 6,131

Grid of logos including: alp, SASH, THIS HOUSE, WHITE PLUS, PIZZALETTO, SUPERDOLCE, INCENSE, 미남, MYS-MORN, bangs, ZOLA, SCOTTELLE, SPIZY, SCOTTELLE, SCOTTELLE, DESIGN, FRUITI, BREVAREX, HOHLE GASSE, GVAREX, OVAREX, and others.




# Step 1: image

searches ▾ records ▾

**FILTER BY**

Source **Image** Type Status Origin App. Year ✕ Expiration ✕ ▾

**1 Pick an image**

**browse** 

or

drag an image here

**2 Pick a strategy**

- Concept
- Shape
- Color
- Composite

**3 Pick an image type**

Verbal	1,670,029
Nonverbal	2,370,706
Combined	16,802,956
Unknown	330,847

filter ▾


# Image: edit

searches records

**FILTER BY**

Source **Image** Status Origin App. Year \* Expiration \*

**1 Pick an image**



**2 Pick a strategy**

- Concept
- Shape
- Color
- Composite

**3 Pick an image type**

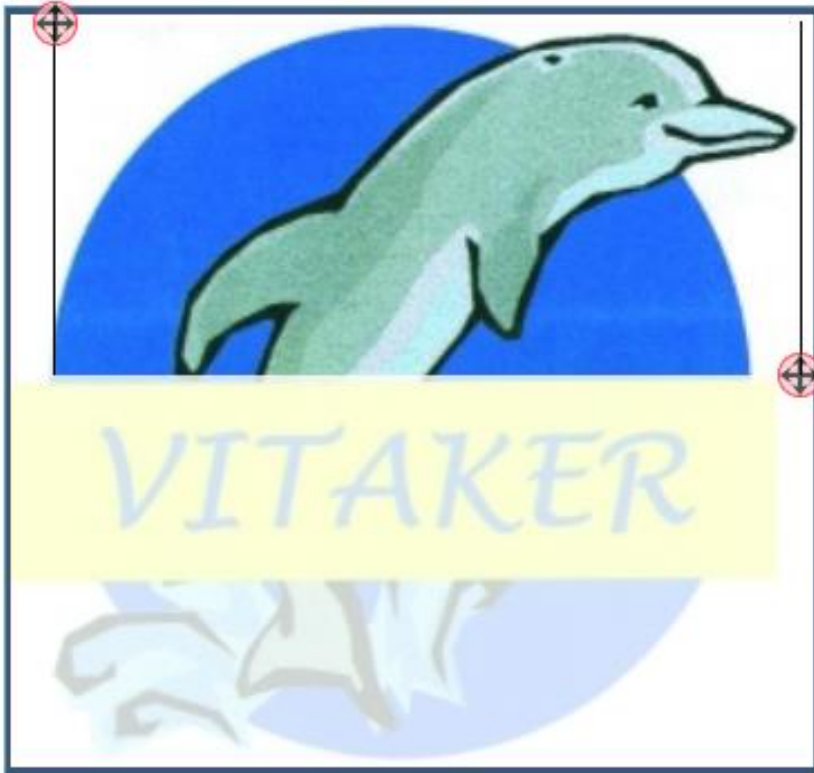
Verbal	17,521
Nonverbal	43,750
Combined	301,522
Unknown	2,807

edit delete

**filter**

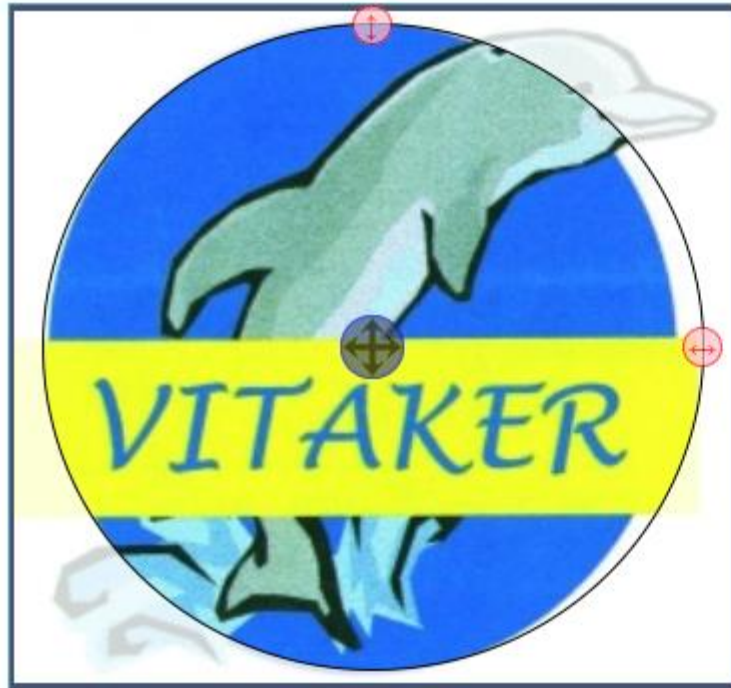
**CURRENT FILTER**

IMAGE:Concept \*



**Draw and adjust  
a shape you want to crop or fill**

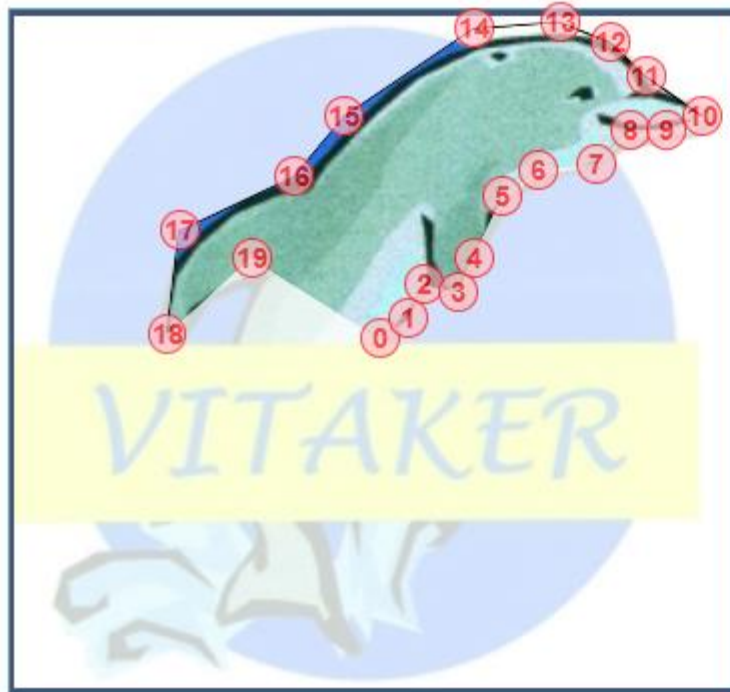




**Draw and adjust  
a shape you want to crop or fill**







**Draw and adjust  
a shape you want to crop or fill**

Rectangle

Ellipse

Free polygon

1. Click in the image to add handles
2. Drag the created handles to adjust them
3. Right-click a handle to remove it

Actions :


Reset

Fill...

# Step 2: strategies

**FILTER BY** Source **Image** Status Origin App. Year \* Expiration \*

1 Pick an image

browse 

or


drag an image here

2 Pick a strategy

- Concept
- Shape
- Color
- Composite

3 Pick an image type

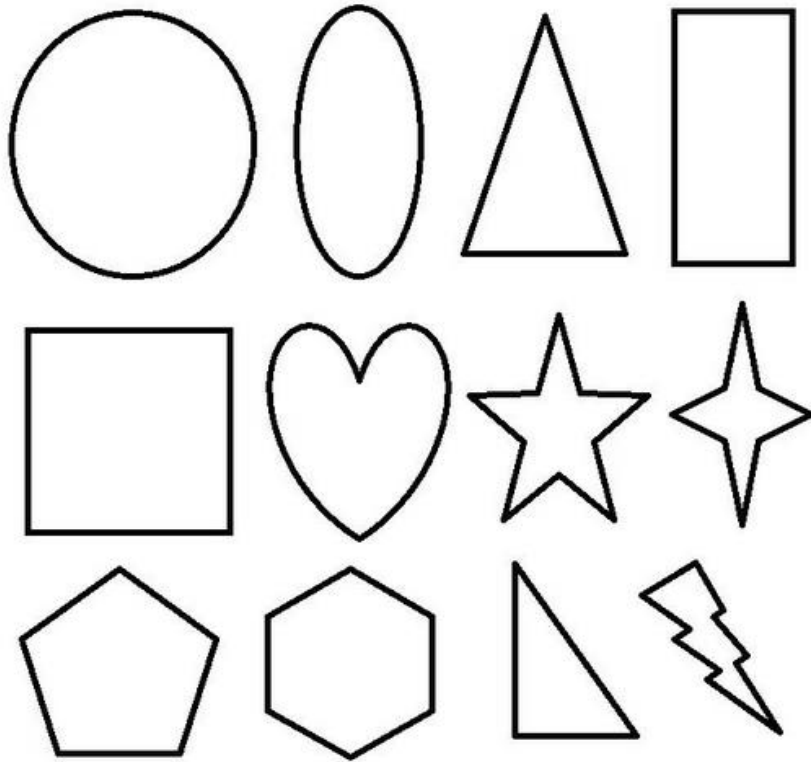
Verbal	1,245,211
Nonverbal	2,128,085
Combined	12,656,742
Unknown	227,306

filter 

# Concept: abstract idea



# Strategy: shape

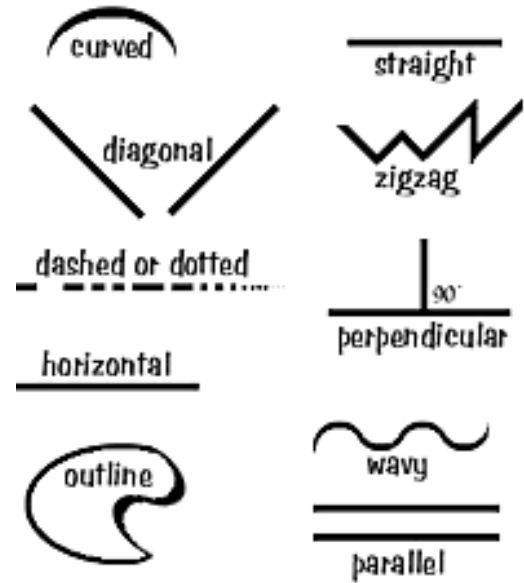




# Strategy: color




# Strategy: composite



# Step 3 (optional): image type

**FILTER BY** Source **Image** Status Origin App. Year \* Expiration \*

1 Pick an image

browse 

or

drag an image here

2 Pick a strategy

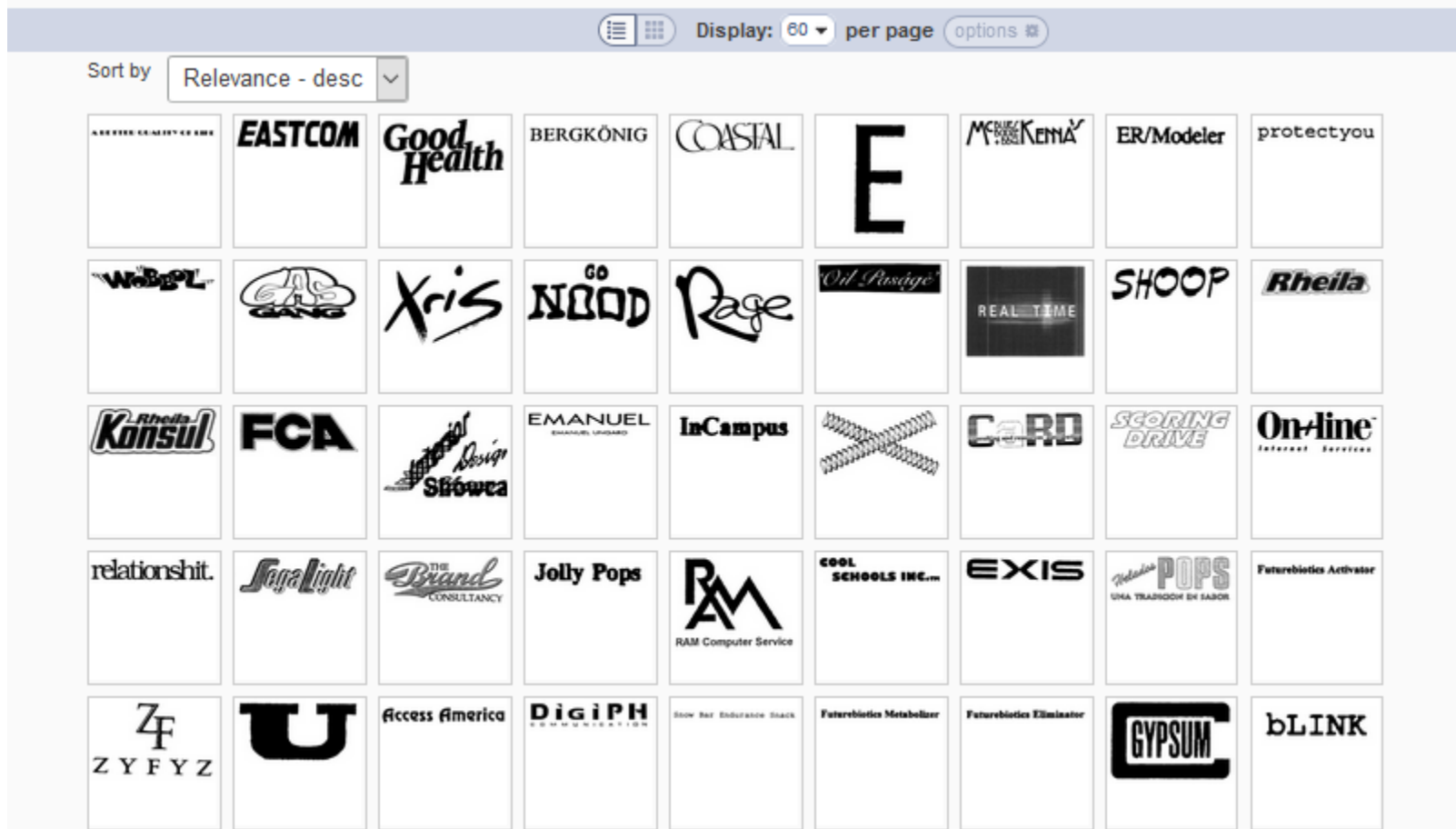
- Concept
- Shape
- Color
- Composite

3 Pick an image type

Verbal	1,245,211
Nonverbal	2,128,085
Combined	12,656,742
Unknown	227,306

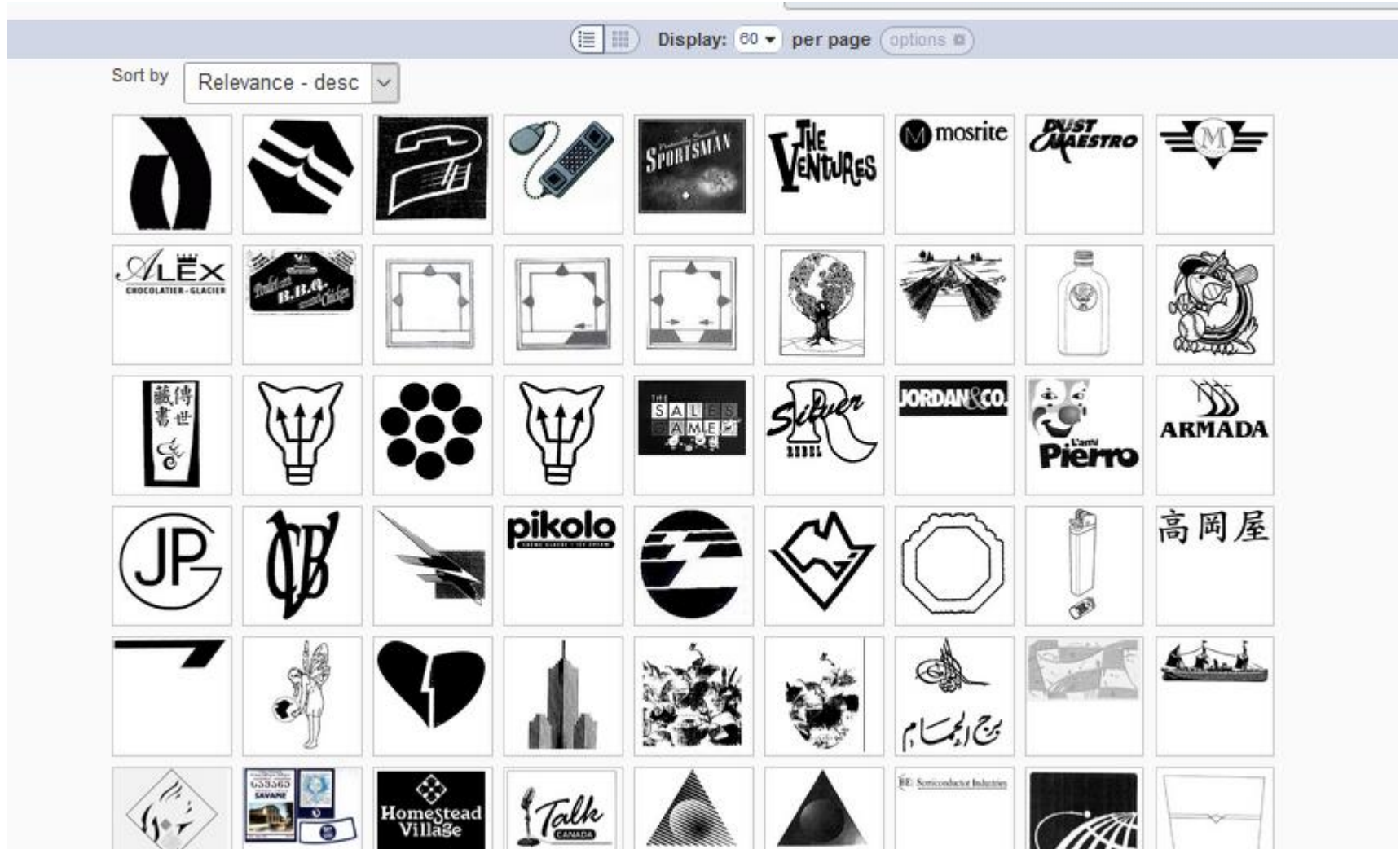
filter ▼

# Image type: verbal





# Image type: non verbal

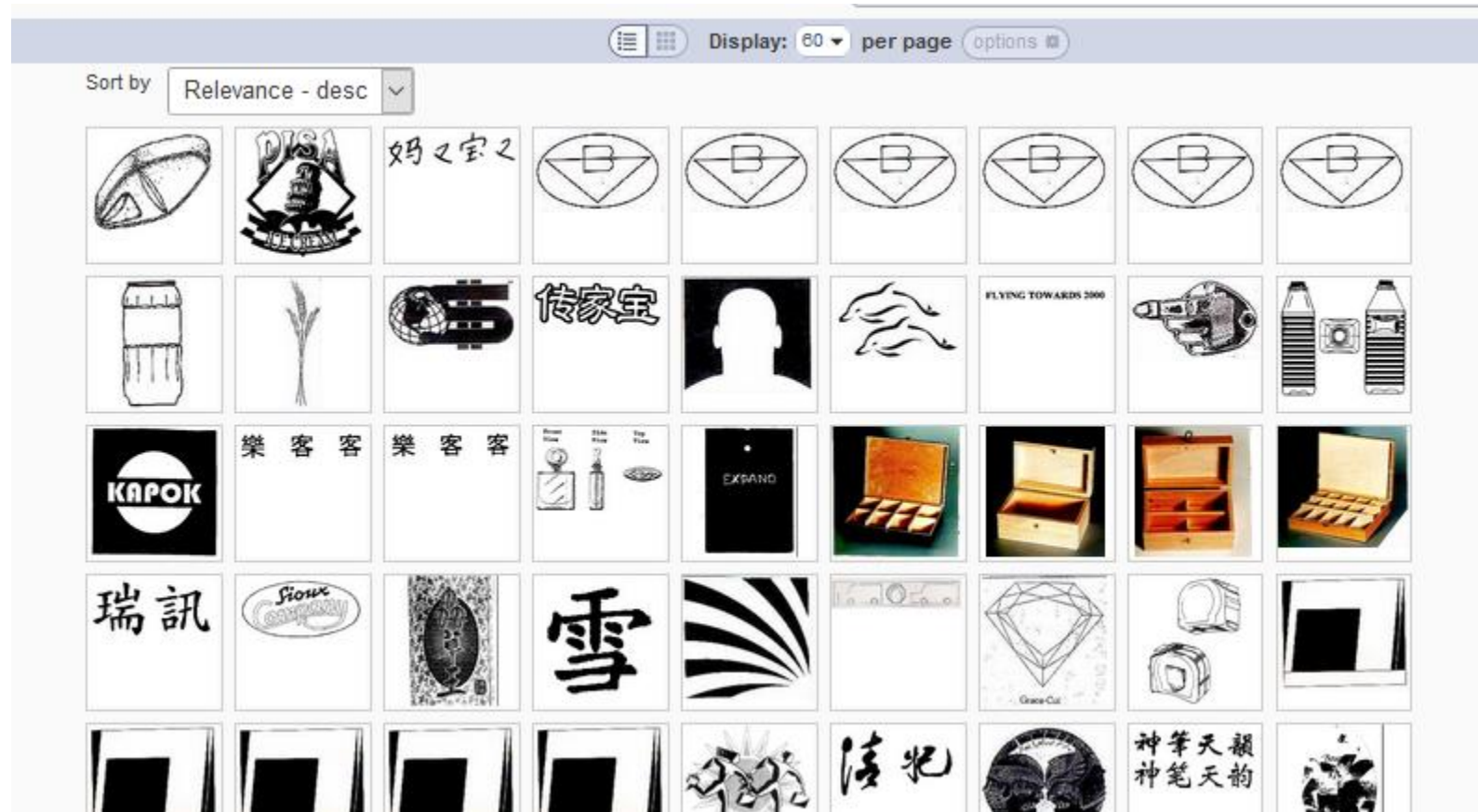


# Image type: combined

Display: 60 per page options

Sort by Relevance - desc


# Image type: unknown





E X A M P L E S



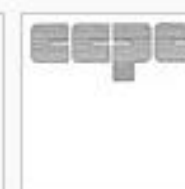
# Strategy: Shape







# Strategy: Shape



# Strategy: concept



# Strategy: Shape





# Strategy: Color



# Strategy: concept



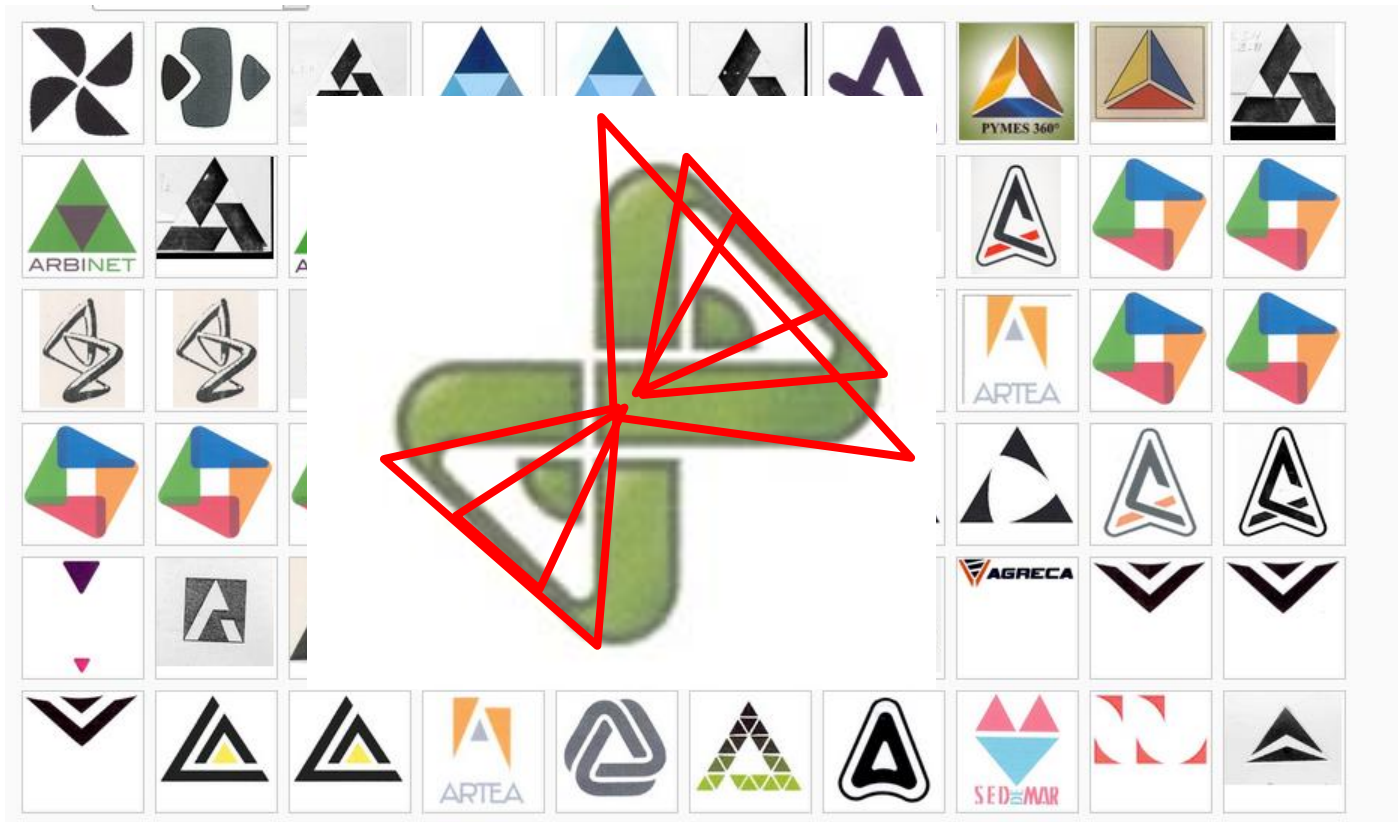




**GERMIPASTO**

# Image





# Add a classification

**SEARCH BY** Brand Names Numbers Dates Class Country

Text =

Image Class =

Goods/Services = 

- VC.24.17.08: Symbol of *infinity*
- US.24.17.12: *Infinity* symbol

1 - 60 / 9,432 [TMview](#) Display: 60 per page

Sort by Relevance - desc

Sort by Relevance - desc



# Filter & Combine

SEARCH BY

Brand Names Numbers Dates Class Country

Text

Image Class

Goods/Services

=(Normal): match term(s) as entered  
≈:(Fuzzy): matches are spelled similarly to entered term(s)  
P=: (Phonetic): matches sound like entered term(s)  
S=: (Stemming): Match all forms of a word.

search 🔍

FILTER BY

Source Image Status Origin App. Year \* Expiration \*

Pick an image

browse 📁

or

drag an image here

Pick a strategy

Concept  
Shape  
Color  
Composite

Pick an image type

Verbal	1,245,211
Nonverbal	2,128,085
Combined	12,656,742
Unknown	227,306

filter ▼



**SEARCH BY**

Brand Names Numbers Dates Class Country

Text =


Image Class =

Goods/Services =

[search](#)

**FILTER BY** Source **Image** Status Origin App. Year \* Expiration \*

**Pick an image**



[edit](#) [delete](#)

**Pick a strategy**

- Concept**
- Shape
- Color
- Composite

**Pick an image type**

Verbal	289,245
Nonverbal	201,318
Combined	1,584,702
Unknown	42,563

[filter](#)

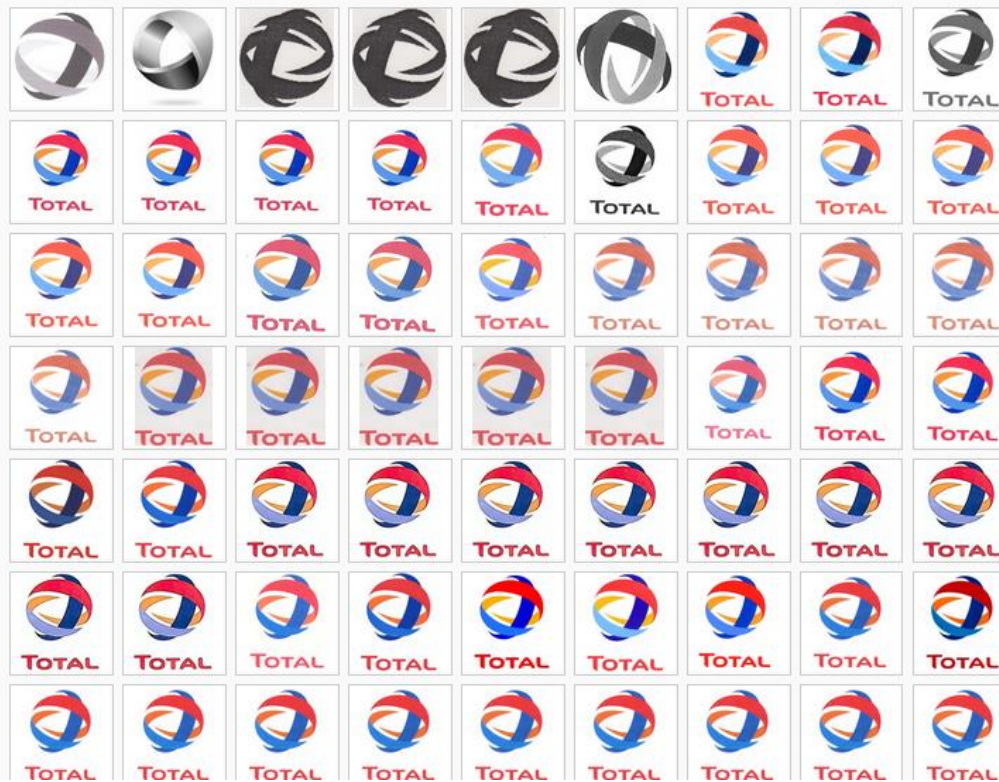
CURRENT FILTER  
IMAGE:Concept \*

1 - 100 / 2,117,828 [TMview](#) [Display: 100 per page options](#) [1 / 21,179](#)

Sort by **Relevance - desc**



Sort by Relevance - desc 



# Filter & Combine

**SEARCH BY**

Brand Names Numbers Dates Class Country

Text

Image Class

Goods/Services

?: (Normal): match term(s) as entered  
=~: (Fuzzy): matches are spelled similarly to entered term(s)  
P=: (Phonetic): matches sound like entered term(s)  
S=: (Stemming): Match all forms of a word.

search 🔍

**FILTER BY**

Source Image Status Origin App. Year \* Expiration \*

1 Pick an image

2 Pick a strategy

3 Pick an image type

browse 🖼️

or

drag an image here

Concept	Verbal	1,245,211
Shape	Nonverbal	2,128,085
Color	Combined	12,656,742
Composite	Unknown	227,300

filter ▼

let's start at the beginning.

# Image similarity: history

- Released in 2014
- Based on Image features:
  - Shape
  - Color
  - Texture
- Very effective: simple geometric shapes

# Image similarity: limitation

## ■ Semantic similarity





# Image similarity: since

- AI based search
- Semantic search by definition
- Automated classification of images
  
- Release date: April 2019

# Image similarity: now

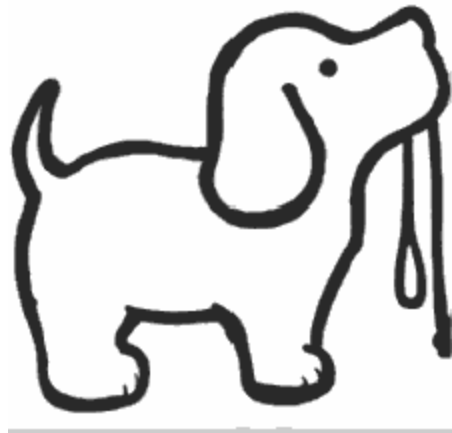
- Newly trained algorithm

# Image classification: example



- |    |          |   |        |
|----|----------|---|--------|
| 1  | 06.09.05 | Other cultivated areas                                      | (15.1) |
| 2  | 01.05.01 | Sun, rising or setting (partially exposed or partially o... | (13.8) |
| 3  | 06.03.03 | Open sea, stretches of water without shore, multiple wav... | (12.9) |
| 4  | 26.01.06 | Semi-circles  | (11.8) |
| 5  | 06.01.04 | Mountains, mountain landscapes                              | (10.9) |
| 6  | 06.09.03 | Farms   | (10.2) |
| 7  | 01.15.01 | Rainbows  | (10.1) |
| 8  | 01.05.25 | -Other representations of the sun                           | (9.9)  |
| 9  | 07.11.11 | -Roads without lines or dividers                            | (9.5)  |
| 10 | 01.15.13 | -Single wave of water                                       | (9.4)  |

# Image classification: example



- 1 03.01.08 Dogs (14.8)
- 2 03.01.24 Stylized cats, dogs, wolves, foxes, bears, lions or tige... (14.5)
- 3 18.13.05 Yokes, collars, leashes, and harnesses for other animals (13.8)
- 4 03.01.07 Shadows or silhouettes of dogs (13.5)
- 5 03.01.04 Domestic cats (10.9)
- 6 03.03.24 Stylized elephants, hippopotami, rhinoceri, giraffes, al... (9.8)
- 7 03.03.01 Elephants, mammoths (9.7)
- 8 03.01.26 Costumed animals and those with human attributes in this... (9.6)
- 9 02.11.01 Hearts (9.2)
- 10 03.01.17 Cats, dogs, wolves, foxes, bears, lions or tigers with f... (8.6)

# Image classification: example



- |    |          |   |        |
|----|----------|---|--------|
| 1  | 02.03.22 | Heads, portraits or busts of women in profile               | (13.2) |
| 2  | 02.03.18 | Women wearing ribbons or flowers in their hair              | (11.6) |
| 3  | 02.03.24 | Stylized women, including women depicted in caricature f... | (10.3) |
| 4  | 02.03.01 | Heads, portraits, busts of women not in profile.            | (10.0) |
| 5  | 02.03.02 | Shadows or silhouettes of women                             | (9.9)  |
| 6  | 05.05.25 | Other flowers including daffodils and irises                | (8.9)  |
| 7  | 17.03.25 | Other jewelry, including pendants, earrings and brooches    | (8.5)  |
| 8  | 02.03.25 | Other women including hobos, women holding fans and wome... | (8.4)  |
| 9  | 02.07.02 | Groups of females   | (8.2)  |
| 10 | 02.03.09 | Romans, Greeks or Egyptian women (ancient dress)            | (8.1)  |

# Image classification: example



- 1 05.09.13 Slices or quarters of fruits, open fruits (13.0)
- 2 05.09.04 Lemons, limes (10.9)
- 3 05.09.03 Oranges, tangerines and the like; grapefruit (10.4)
- 4 01.15.18 More than one drop including teardrops or raindrops (10.1)
- 5 01.15.08 A single drop (including a single raindrop or a single t... (9.6)
- 6 05.05.25 Other flowers including daffodils and irises (8.4)
- 7 05.03.25 Other leaves (7.9)
- 8 01.01.04 A single star with six points (7.8)
- 9 02.11.01 Hearts (7.3)
- 10 18.03.06 Baby carriages and strollers (7.2)





# Artificial Intelligence



# Vienna class vs image search

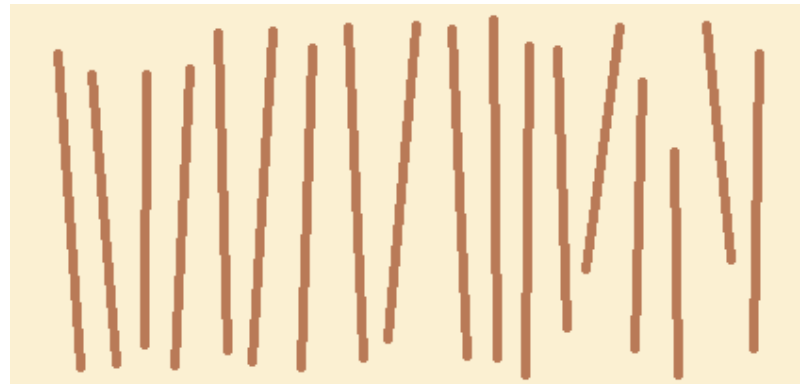
## Search with Vienna Codes

- ✓ *A smaller haystack*



## Search with AI

- ✓ *A smaller stack **ordered by relevance.***

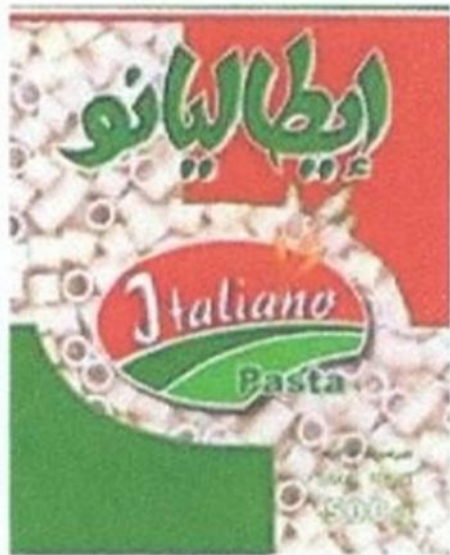


# More precision

- Well defined concepts
- Only figurative image









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## Global Brand Database Webinars

WIPO offers free online seminars (webinars) to deliver information, training and updates on the [Global Brand Database](#). If you or your organization would be interested in a webinar on a specific topic please [contact us](#).

### Platform requirements

Please see the [system requirements](#) for attendees of our webinars.

<http://www.wipo.int/reference/en/branddb/webinar/index.html>

### Register for upcoming webinars

All webinars

[Image search in the Global Brand Database](#)

April 27, 2021 17:30 Geneva time

Online registration

[Image search in the Global Brand Database](#)

April 29, 2021 08:30 Geneva time

Online registration

**Note** – Participants should connect to the webinar 15-20 minutes before the starting time. Slides from all webinars will be archived.







[gdb@wipo.int](mailto:gdb@wipo.int)