



GOVERNMENT OF THE REPUBLIC OF MALAWI



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 12<sup>th</sup> – 14<sup>th</sup> June 2018 at Protea Hotel Blantyre, Malawi.**

JULIET NASSUNA – LEGAL CONSULTANT

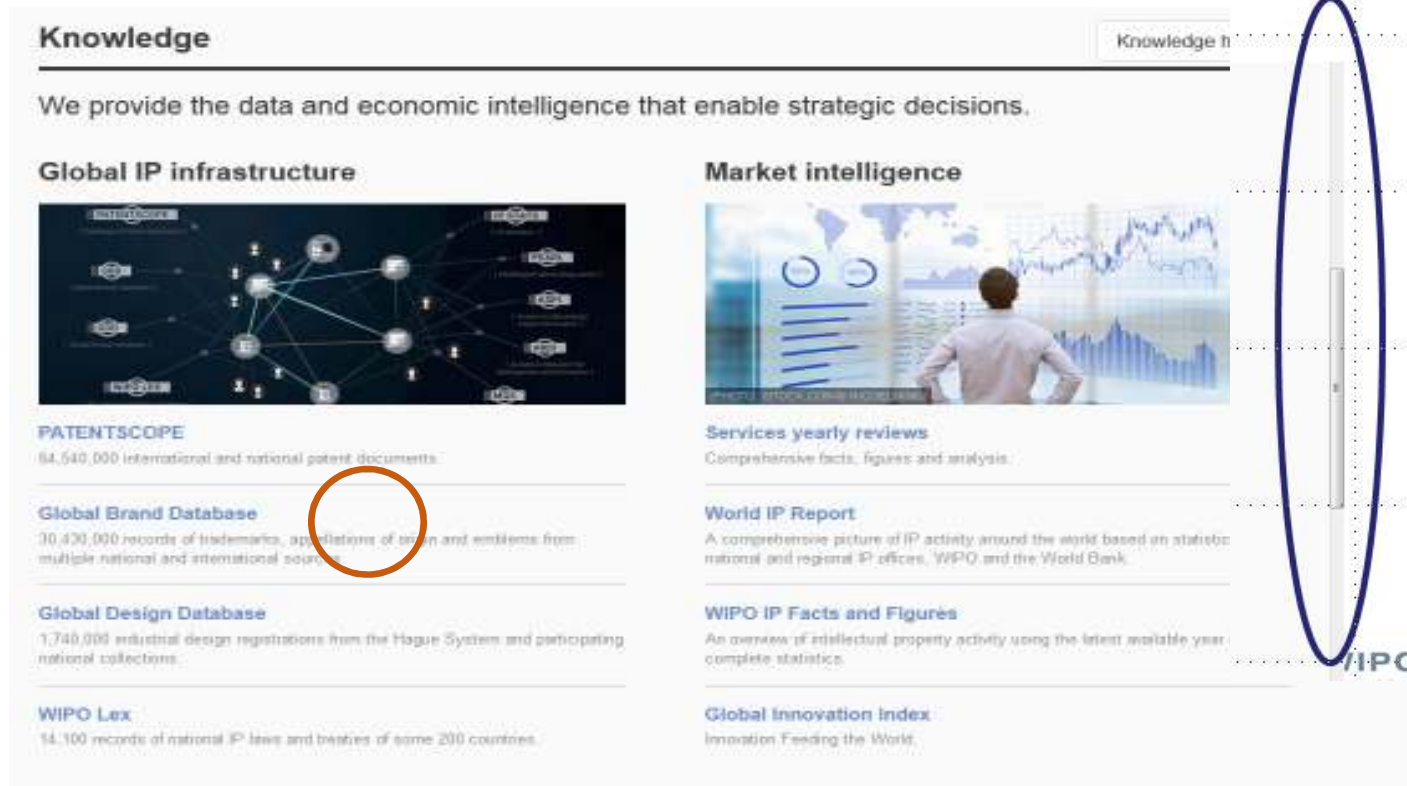


# HOW TO SEARCH A TM USING GLOBAL BRAND DATA BANK

- Global Data Bank as mentioned is useful to entrepreneurs and businesses
- Brand land scape – as an entrepreneur you are interested in knowing the 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
- 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](http://www.wipo.int/branddb)
- [www.wipo.int](http://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 statistics from 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.

WIPO

# The Global Brand Database page

**WIPO**  
WORLD INTELLECTUAL PROPERTY ORGANIZATION

Contact Us | My account | English ▾

Home | Reference | Global Brand Database

searches ▾ records ▾ help ▾

## 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 Over 23,000 records added

**SEARCH BY**

Brand Names Numbers Dates Class Country

Text = e.g. wipo OR ompi, \*ntel\*, ompi-

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 | CH TM  | 183    | DE TM     | 1,331      |
| DK TM  | 109   | DZ TM  | 9      | EE TM     | 24         |
| EG TM  | 74    | EM TM  | 799    | ES TM     | 573        |
| GE TM  | 6     | ID TM  | 265    | IL TM     | 102        |
| LA TM  | 9     | JO TM  | 47     | JP TM     | 349        |
| KH TM  | 30    | KR TM  | 1,010  | MA TM     | 65         |
| MD TM  | 16    | MN TM  | 4      | MX TM     | 768        |

Display: List Sort: Value - asc filter

1 - 30 / 18,742 TMview <sup>®</sup> 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     | ガクワケ〜アット〜キヤンガ カガ〜 | 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 .....

**WIPO**  
WORLD INTELLECTUAL PROPERTY ORGANIZATION

Contact Us | My account | English ▾

Home | Reference | Global Brand Database

searches ▾ records ▾ help ▾

## 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  
Over 23,000 records added

**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 |
| CH TM | 183 | DE TM | 1,331 | DK TM | 109 | DZ TM | 9     |
| EE TM | 24  | EG TM | 74    | EM TM | 799 | ES TM | 573   |
| GE TM | 6   | ID TM | 265   | IL TM | 102 | LA TM | 9     |
| JO TM | 47  | JP TM | 349   | KH TM | 30  | KR TM | 1,010 |
| MA TM | 65  | MD TM | 16    | MN TM | 4   | MX TM | 768   |

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

1 - 30 / 18,742 TMview <sup>®</sup> Display: 30 per page options ⌵

|                          | Brand                      | Source | Status | Relevance | Origin | Holder               | Number  | App. Date  | Image Class                  | Nice Cl. | Image   |
|--------------------------|----------------------------|--------|--------|-----------|--------|----------------------|---------|------------|------------------------------|----------|---|
| <input type="checkbox"/> | CAR                        | JP TM  | Active | 12        | JP     | ガクワタ- アンド オキソノル カバニ- | 5582552 | 2012-10-09 | VC.18.01, VC.27.03, VC.27.05 | 5, 11    |  |
| <input type="checkbox"/> | CAR                        | JP TM  | Active | 11        | JP     | キヤノ株式会社              | 4356717 | 1998-08-24 |                              | 9        |   |
| <input type="checkbox"/> | 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.....

- **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

SEARCH BY

Brand Names Numbers Dates Class Country

Image Class (Vienna) = sun

Goods/Services Class (Nice)

- 01.03: *SUN*
- 01.03.01: *Sun* rising or setting
- 01.03.02: Other representations of the *sun*
- 01.03.06: *Sun* with landscapes
- 01.03.07: *Sun* with human beings or parts of the human body
- 01.03.08: *Sun* with animals
- 01.03.09: *Sun* with plants
- 01.03.10: *Sun* with clouds, rain, drops of water or representations of other natural phenomena
- 01.03.11: *Sun* with manufactured articles or industrial products
- 01.03.12: *Sun* with other figurative elements

# 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.....

**WIPO**  
WORLD INTELLECTUAL PROPERTY ORGANIZATION

Contact Us | My account | English

Home | Reference | Global Brand Database

### 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: Over 740,000 records added  
Data from Mongolia available: Over 15,000 records added  
Data from Malaysia available: Over 450,000 records added  
Data from Jordan available: Over 50,000 records added  
Data from Georgia available: Over 20,000 records added  
Data from Papua New Guinea available: Over 23,000 records added

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

Text: \* e.g. apple OR apple, "apple", apple  
Image Class: \* e.g. 05-07-12, apple AND tree  
Goods (All): \* e.g. "freshness, comfort"

**FILTER BY**  
Source Image Status Origin App. Year Expires

| Source | Image | Status | Origin | App. Year | Expires |       |       |
|--------|-------|--------|--------|-----------|---------|-------|-------|
| AC TM  | 10    | AU TM  | 1,502  | OK TM     | 10      | CA TM | 1,042 |
| OK TM  | 183   | DE TM  | 1,531  | OK TM     | 109     | DE TM | 9     |
| DE TM  | 24    | ES TM  | 74     | DE TM     | 799     | ES TM | 573   |
| DE TM  | 6     | IT TM  | 265    | IL TM     | 102     | LA TM | 9     |
| JO TM  | 47    | JP TM  | 349    | JO TM     | 30      | KR TM | 1,050 |
| MA TM  | 65    | NO TM  | 15     | NO TM     | 4       | PK TM | 750   |

Display: List | Sort: Value - asc

1 - 38 / 16,742 | TV View | Display: 30 per page | 1 / 625

| Brand                  | Source | Status | Relevance | Origin   | Number  | App. Date  | Image Class                  | Relev. Cl. | Image |
|------------------------|--------|--------|-----------|--|---------|------------|------------------------------|------------|-------|
| CAR                    | JP TM  | Active | 12        | IP 111010-714/4778, 3, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100 | 5502502 | 2012-10-09 | VC 18 01, VC 27 03, VC 27 05 | 5, 11      |       |
| CAR                    | JP TM  | Active | 11        | IP 44/株式会社   | 4366717 | 1990-08-24 |                              | 8          |       |
| DRKZZ, CAR-CAR-CAR-CAR | JP TM  | Active | 11        | IP 日産自動車大井町販売株式会社  | 4724894 | 2003-03-13 |                              | 37, 42     |       |

## 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