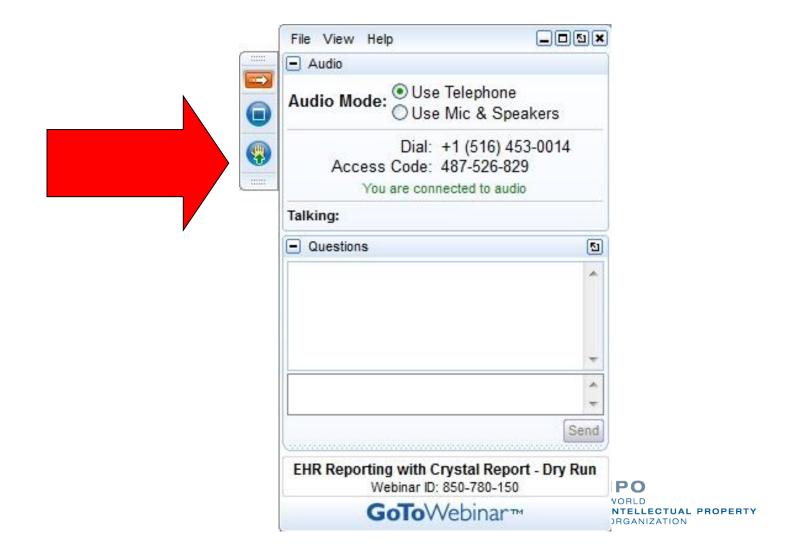


The Global Brand Database: how to search

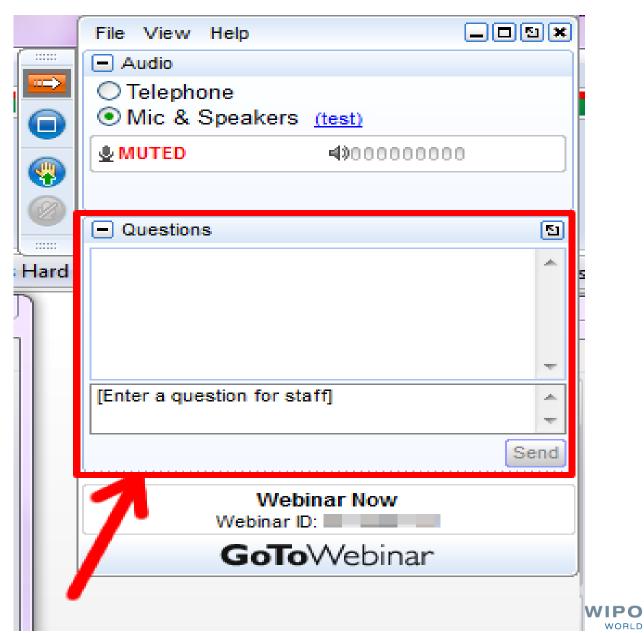
Sandrine Ammann
Marketing & Communications Officer

Internet October 2020

If you can hear me and see my screen, please click the raise hand button







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Questions/concerns

gbd@wipo.int



Agenda

- Access
- Coverage
- Interface:
 - Search features
 - Filter features
 - Results
- Q&A



Access

https://www3.wipo.int/branddb

www.wipo.int

Resources

We provide the data and economic intelligence that enable strategic decisions, and artificial intelligence tools that enrich IP services and administration.

IP databases



PATENTSCOPE

91,332,578 international and national patent documents

Global Brand Database

44,790,000 records of trademarks, appellations of origin and emblems from multiple national and international sources.

Global Design Database

13,080,000 industrial design registrations from the Hague System and participating national collections.

WIPO Lex

15,988 records of national IP laws and treaties of some 200 countries.

Artificial intelligence tools



Machine translation

World-leading instant translation tool available for use by third parties via standard licensing agreements.

lmage search

aster and easier means to establish the istinctiveness of a trademark in a target market.

Speech-to-text

Automated speech recognition for transcription of official meeting proceedings through machine learning.

Automatic classification

Technological development tracking through innovation data analysis.

Insight and analysis



IP Services yearly reviews

Comprehensive facts, figures and analysis.

Global Innovation Index

Detailed metrics on the innovation performance of over 125 countries and economies.

Technology Trends

Technological development tracking through innovation data analysis.

World IP Report

Focus on specific trends in an area of IP.

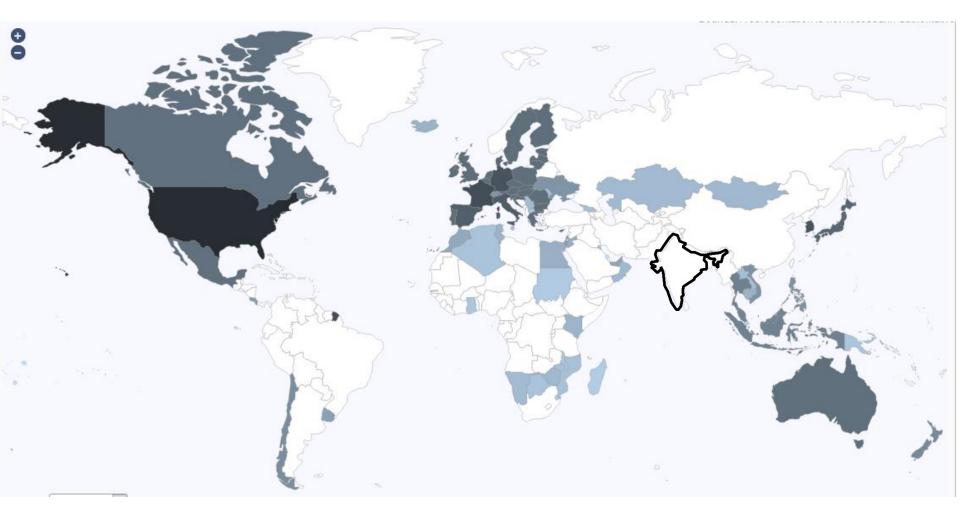
WIPO IP Facts and Figures

Overview of IP activity in WIPO member states.

Why is the GBD useful?

- Find details about a specific brand
- Explore mark landscape to find out if the brand you have in mind already exists

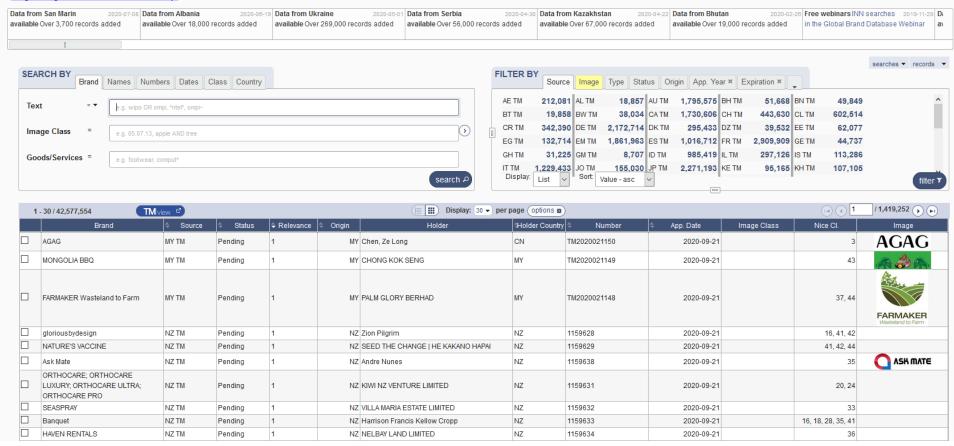
Coverage map



WIPC

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: 2020-09-21 21:34

Help us improve. Take our 2 mins survey.

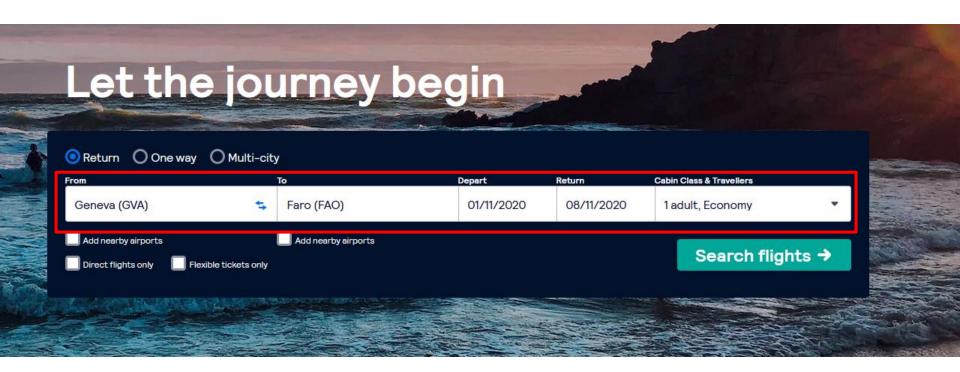




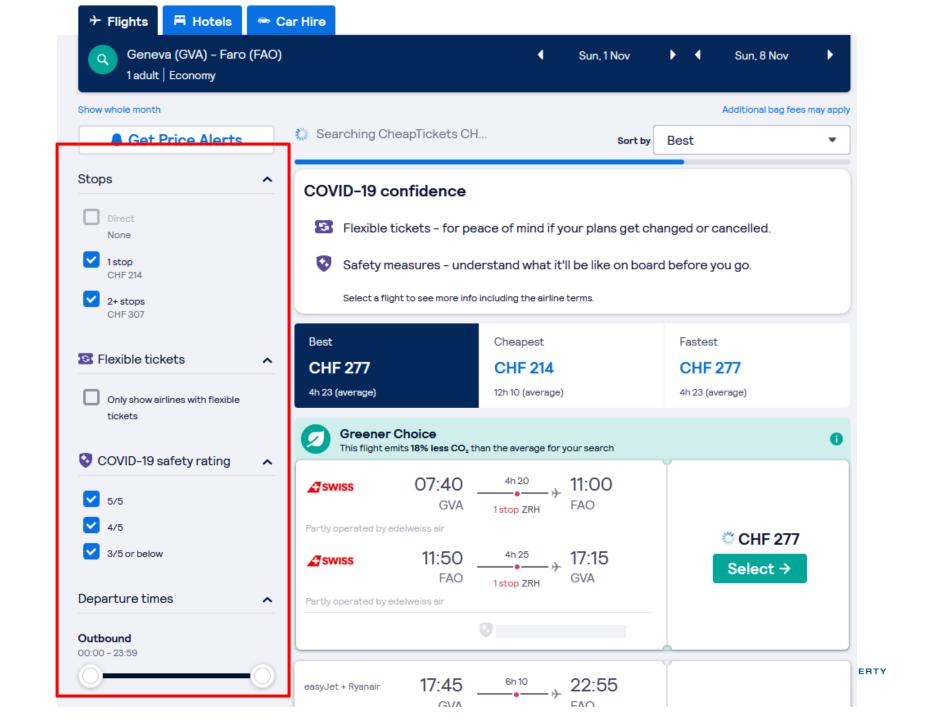


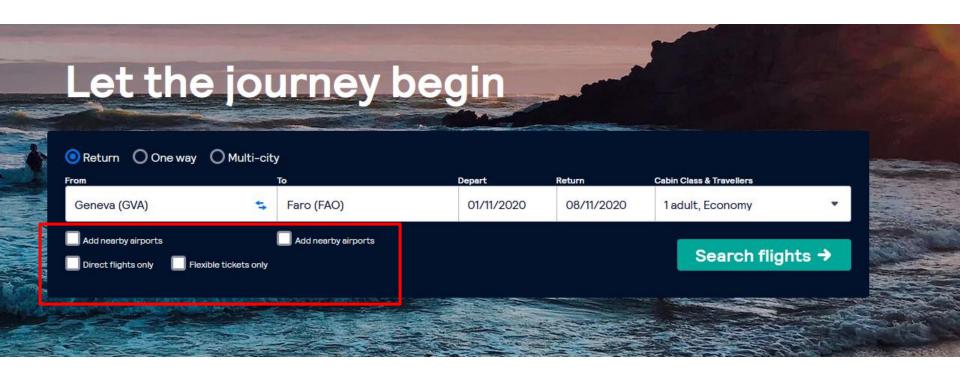
WIPO WORLD INTELLECTUAL PROPERTY ORGANIZATION

How do we book?





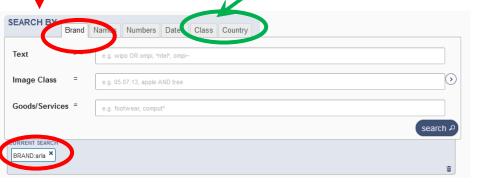






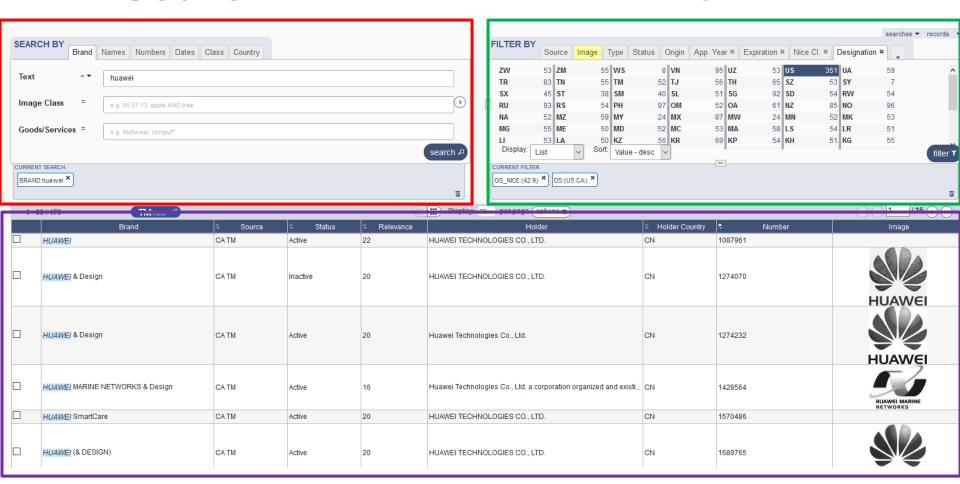
A search in GBD

- Brand Arla
- 2 Nice classifications: 32 & 29
- 2 designating countries: Poland & France



search

filter



results



SHOE

1 - 30 / 3,673

SHOE

SHOE

iii Display: 30 ▼ per page (options #

SHOE

SHOE

SHOE

SHOE

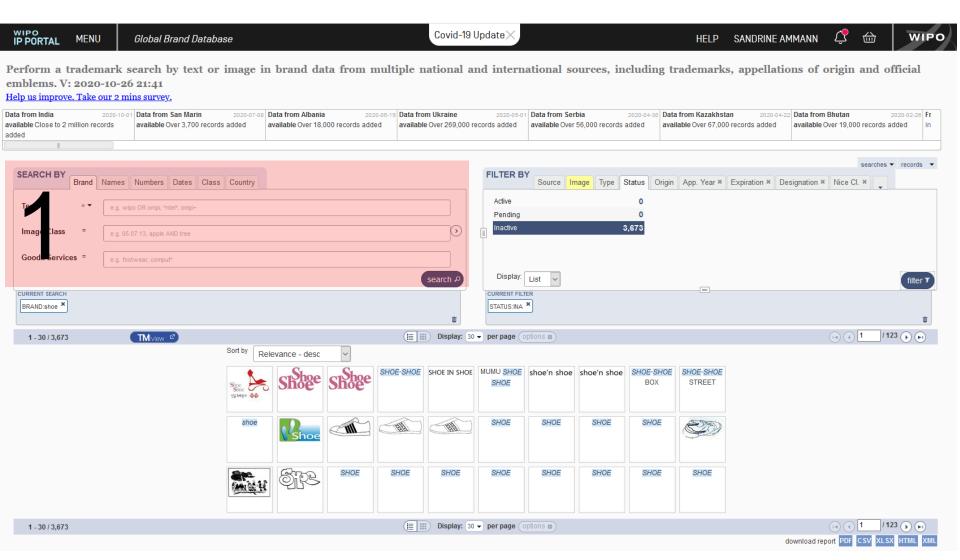
SHOE

SHOE

SHOE

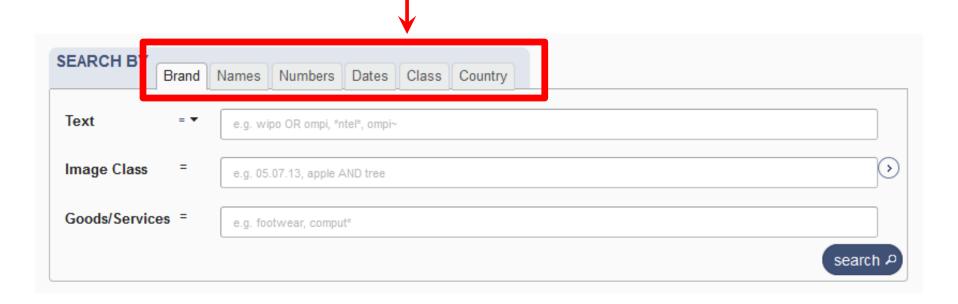
download report PDF CSV XLSX HTML XML

Search by: 1



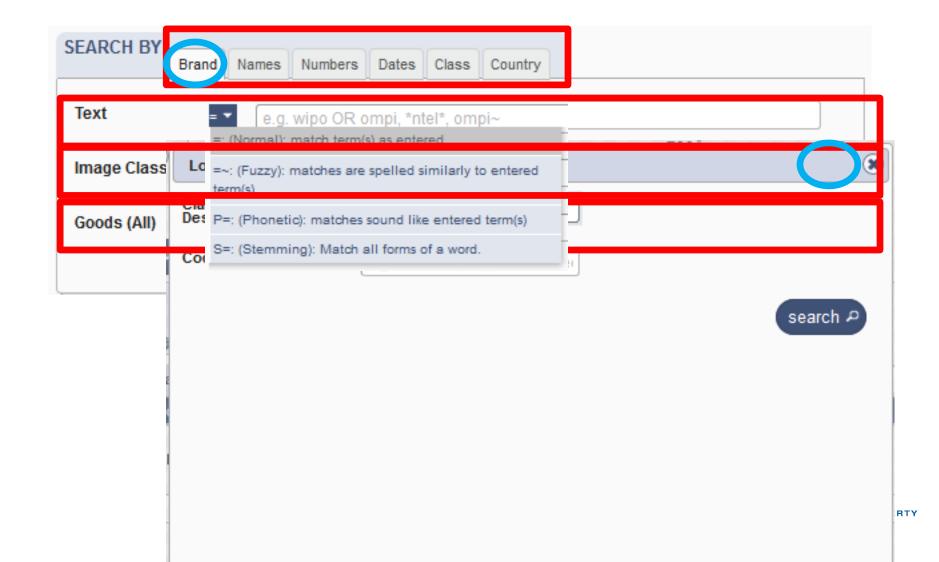
1. Search by

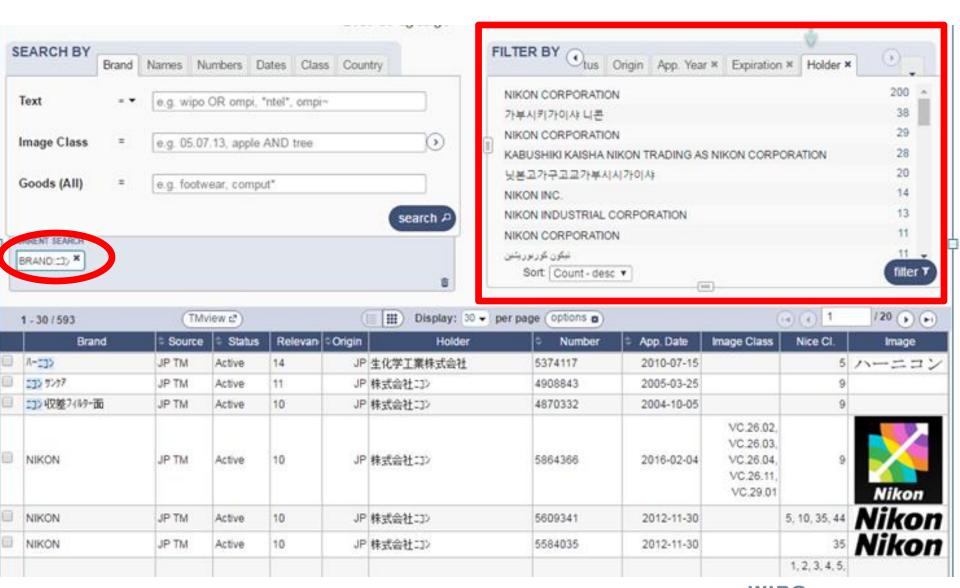
Brand – Names – Numbers – Dates- Class- Country





Search by





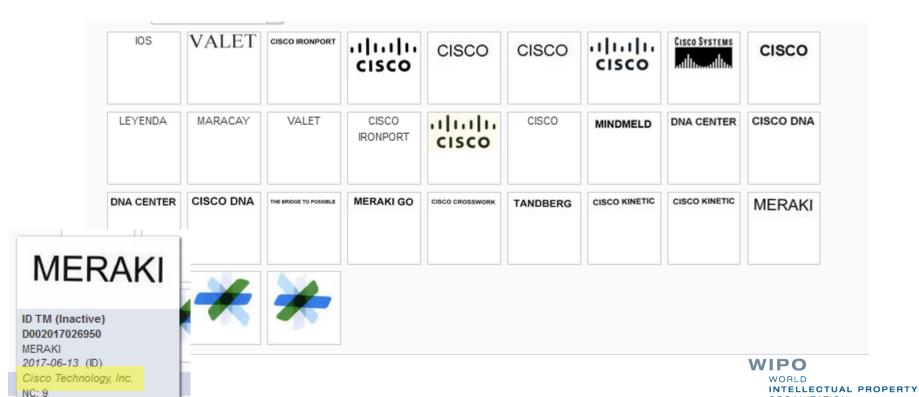
WIPO WORLD INTELLECTUAL PROPERTY ORGANIZATION 21

Search by Names



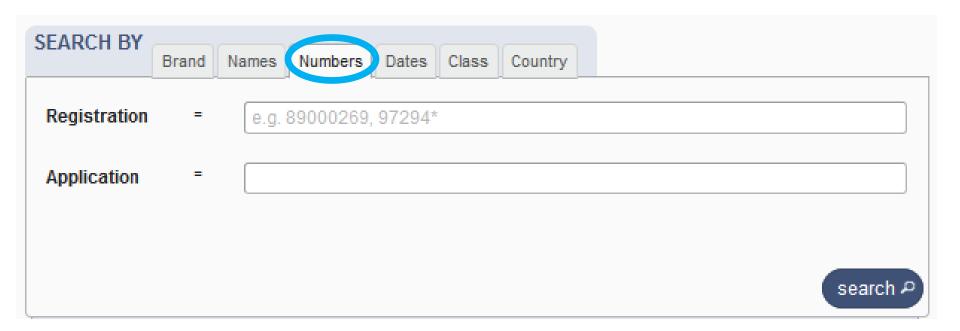






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Search by Numbers



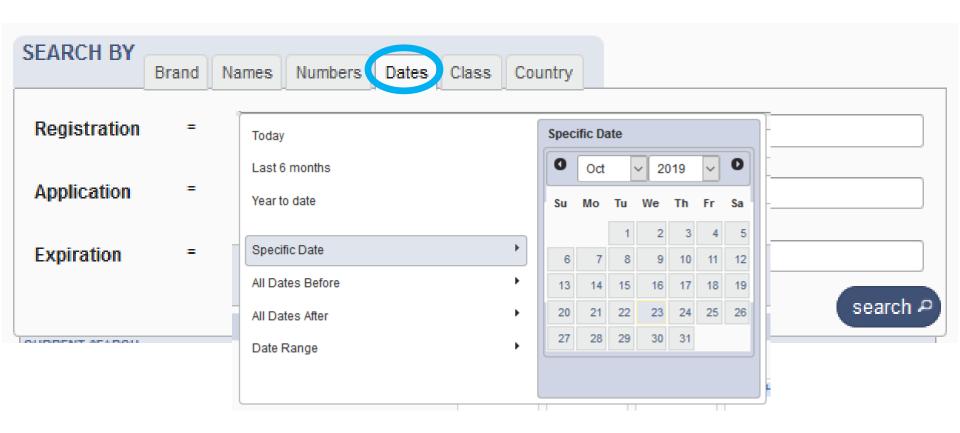




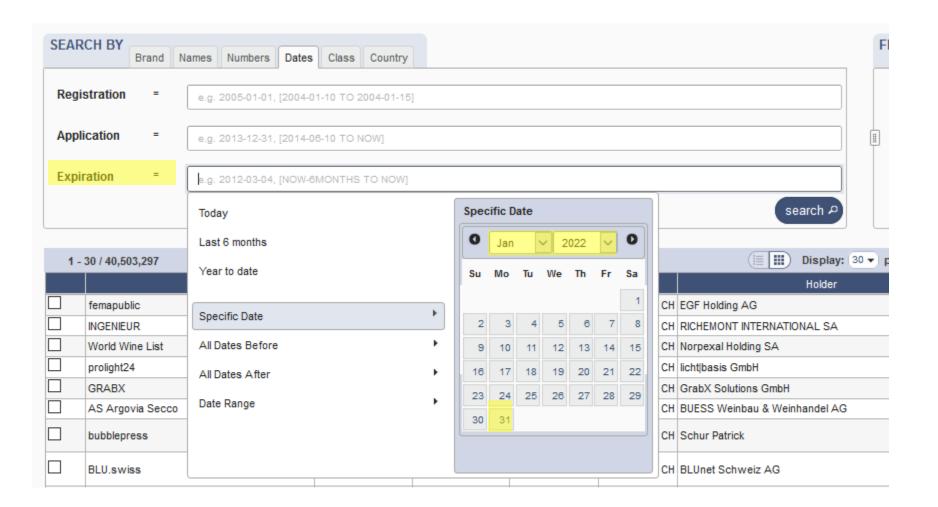
1-1	1/1 (TMview 🗈	☐ ☐ Display: 30 ▼ per page (options to										(a) (1 1 1 (b) (b)
	Brand	Source	Status	Relevance	Origin	Holder		♦ Number	App. Date	Image Class	Nice Cl.	Image
	HAPPY NEW YEAR!	KR TM	Active	14	KR	(주)오리온홀딩스		402012000069259	2012-11-0	7 VC.01.01, VC.08.01, VC.09.07	30	Sas
1-1/1 ☐ Ⅲ Display: 30 per page (options mg)										[4] (1] [1] [b]		
									download repo	ort PDF CSV XLSX HTML XM		



Search by Dates













1 / 10618 🕟

IDM000639961

Status: Registered (2019-03-21)

(111) Registration Number

IDM000639961

(151) Date of the registration

2019-03-21

(210) Serial number of the application

M0020181121459

(220) Date of filing of the application

2018-05-07

(180) Expected expiration date of the registration/renewal

2022-01-31

(540) Mark



(541) Reproduction of the mark where the mark is represented in standard characters

muk

(531) International Classification of the Figurative Elements of Marks (Vienna Classification)

6 26.04.24, 27.05.24.

(591) Information concerning colors claimed

Black

(731) Name and address of the applicant

LUSHIOUS PRODUCTS PTY LTD, as trustee for the Mad Mukers Unit Trust LUSHIOUS PRODUCTS PTY LTD, as trustee for the Mad Mukers Unit Trust c/- Pitcher Partners, Level 19, 15 William Street Melbourne VIC 3000

c/- Pitcher Partners, Level 19, 15 William Street Melbourne VIC 3000

(740) Name and address of the representative

Griffith Hack

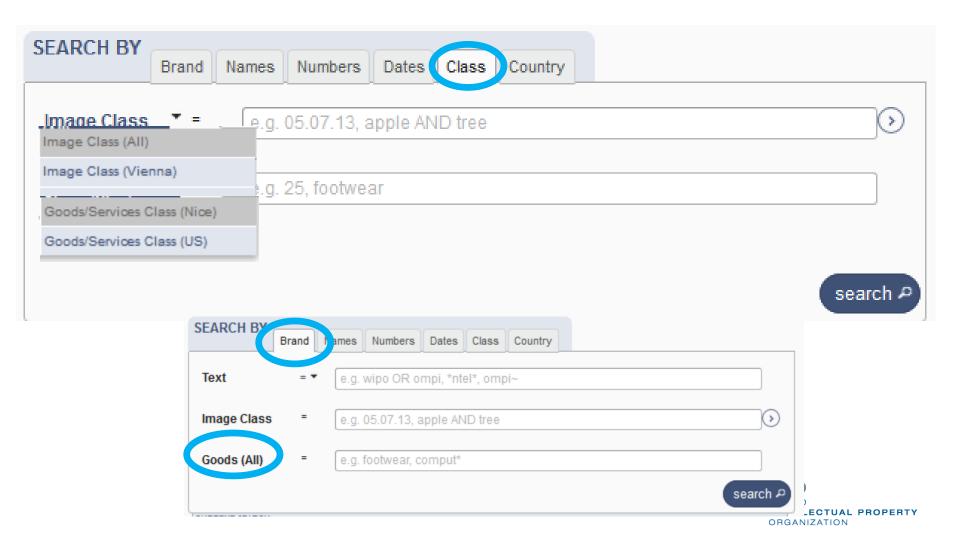
Level 10, 161 Collins Street Melbourne VIC 3000

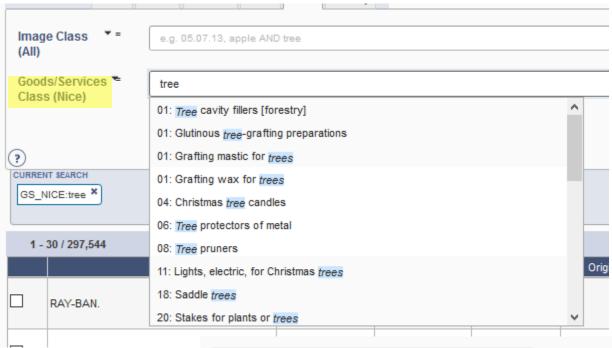
(511) The International Classification of Goods and Services for the Purposes of the Registration of Marks (Nice Classification) and the list of goods and services classified according thereto

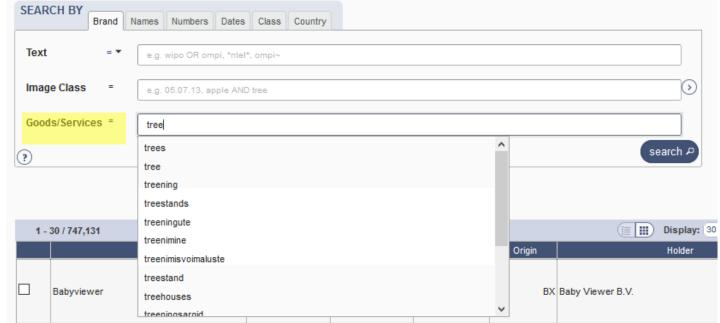
Electrical hair straighteners.



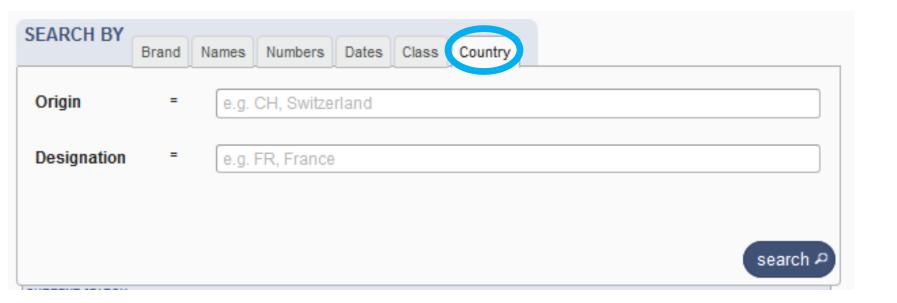
Search by Class

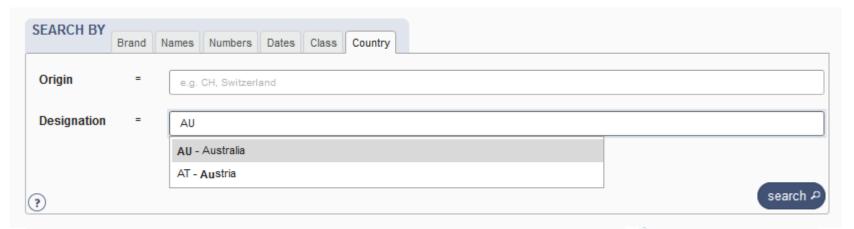






Search by Country







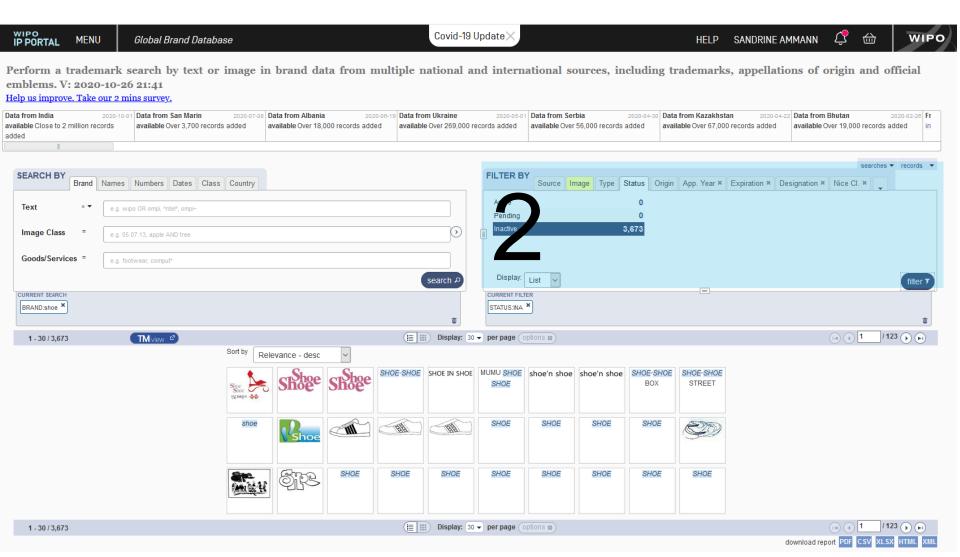
Terms, Operators, Wildcards, Auto-suggest

- Each field supports:
 - Terms: single or «multiple words»
 - Boolean operators: AND, OR, NOT
 - Grouping: (...)
 - Wilcards: * = 0 or multipple letter; ? = 1 letter
 - Proximity operators: «…» ~10
 - Fuzzy: ~+ value between 0 and 1
 - Range: [..]/{...}
 - Suggestions of potential matching terms



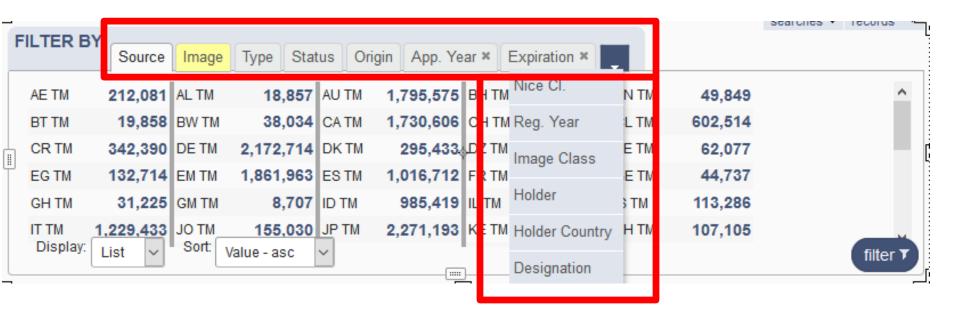
	Brand	Source	Status	≑Relevance	Origin					
	F.A.V.E. DRAGON FRUIT JUICE	US TM	Inactive	1	US	GREEN RICE F				
	FRUIT 'N' JUICE	USTM	Inactive	1	US	Park Lane Con	1			
	FRUIT-N-JUICE	USTM	Inactive	1	US	Nabisco Holdin				
	FRUIT 'N JUICE	USTM	Active	1	US	DOLE PACKAC				
CU	AMAZONIC <i>FRUIT JUICE</i> NATURAL & EXOTIC	US TM	Inactive	1	US	Opal Export A.				
	AU'SOME <i>FRUIT JUICE</i> FLIPS FRUIT SNACKS	USTM	Inactive	1	US	Au'some, Inc.	1 /65 • • • • • • • • • • • • • • • • • • •			
	AU'SOME <i>FRUIT JUICE</i> STIKS FRUIT SNACKS	US TM	Inactive	1	US	Au'some, Inc.	31			
	AU'SOME <i>FRUIT JUICE</i> NUGGETS FRUIT SNACKS	US TM	Active	1	US	Au'some, Inc.	31			
	AU'SOME <i>FRUIT JUICE</i> STRING FRUIT SNACKS SOUR	USTM	Inactive	1	US	Au'some, Inc.	28			
	FRUITCHOICE WITH 50 % PURE & NATURAL <i>FRUIT JUICE</i>	US TM	Pending	1	US	Fruit Choice Ll	Nick®Noel	-		
	MADE WITH REAL <i>FRUIT JUICE</i> 100% DV VITAMIN C	US TM	Inactive	1	US	General Mills, I	VC.03.01, VC.18.02, -14 VC.02.09, VC.26.01, VC.25.12			
	TROPICANA FARMSTAND 100% FRUIT & VEGETABLE JUICE	US TM	Active	1	US	Tropicana Prod	WIPO			
[WILDE 100% PURE NATURAL FRUIT JUICE PURE PRESSED & SQUEEZED GOODNESS	USTM	Inactive	1	US	Pacmar (Propr	WORLD INTELLECTUAL PROPERTY	RLD ELLECTUAL PROPERTY		

Filter by: 2



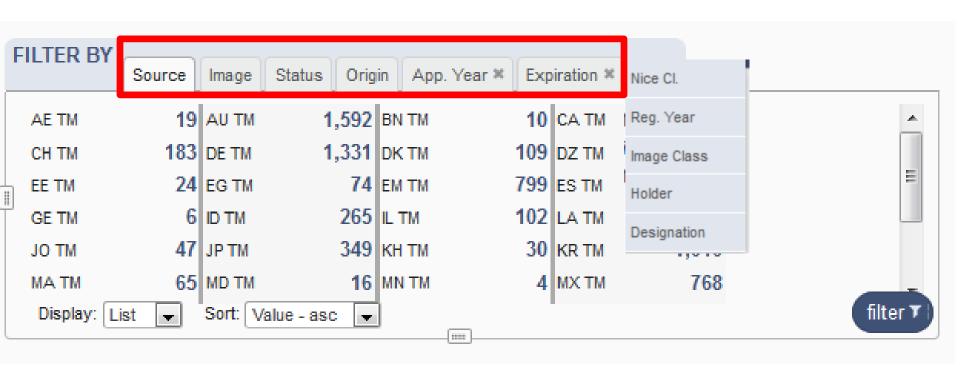
2. Filter by

Source-Image-Type-Status-Origin-App.Year-Expiration-Nice Class-Registration Year-Image class-Holder-Holder Country- Designation



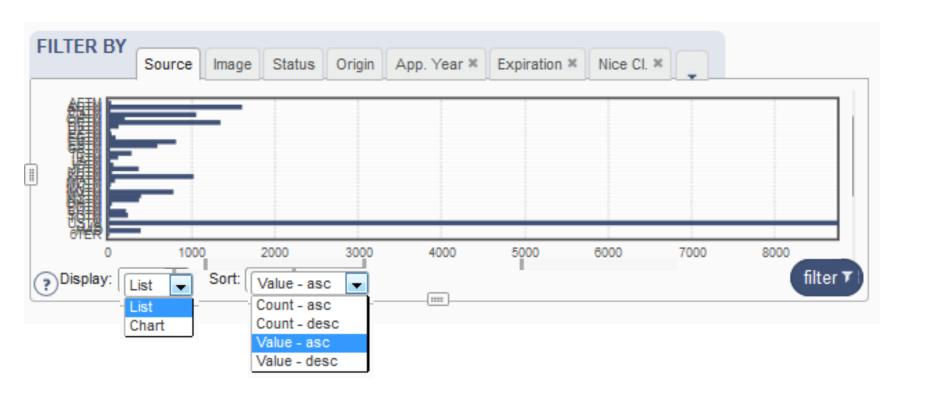


Filter by





Filter by: Source



Coverage

http://www.wipo.int/branddb/en/branddb-help.jsp#db

÷Source	Number of records	†Coverage from	‡Coverage to
Algerian Trademarks	35,806	1966-09-21	2018-10-04
Australian Trademarks	1,687,785	1906-07-03	2019-05-10
Bahraini Trademarks	51,668	1900-01-02	2017-09-28
Bruneian Trademarks	47,140	1886-09-10	2019-05-02
Cambodian Trademarks	93,706	1991-01-10	2019-05-11
Canadian Trademarks	1,639,927	1872-12-15	2019-05-11
Chilean Trademarks	602,514	2001-01-04	2018-08-29
Costa Rica Trademarks	327,670	1800-01-02	2019-05-14
Danish Trademarks	291,870	1880-11-19	2019-05-11
Egyptian Trademarks	121,063	1900-01-02	2018-09-08
Estonian Trademarks	60,264	1992-10-02	2019-05-14
EUIPO trademarks	1,683,015	1996-04-02	2019-05-14
French Trademarks	2,778,105	1961-01-08	2019-04-22
Georgian Trademarks	42,060	1992-05-15	2019-05-14
German Trademarks	2,068,222	1875-05-02	2019-04-27
Iceland Trademarks	108,115	1905-01-02	2019-05-14
Indonesian Trademarks	994,945	1990-01-21	2019-05-14
Israeli Trademarks	282,311	1920-01-02	2019-05-11



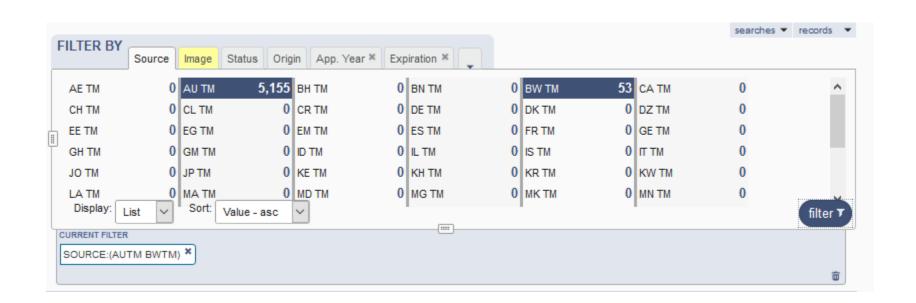
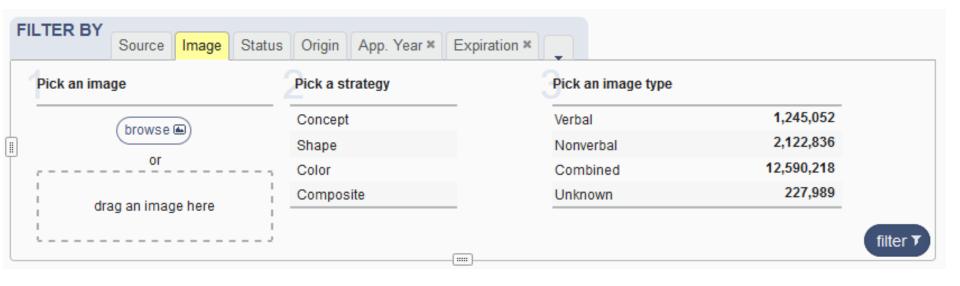


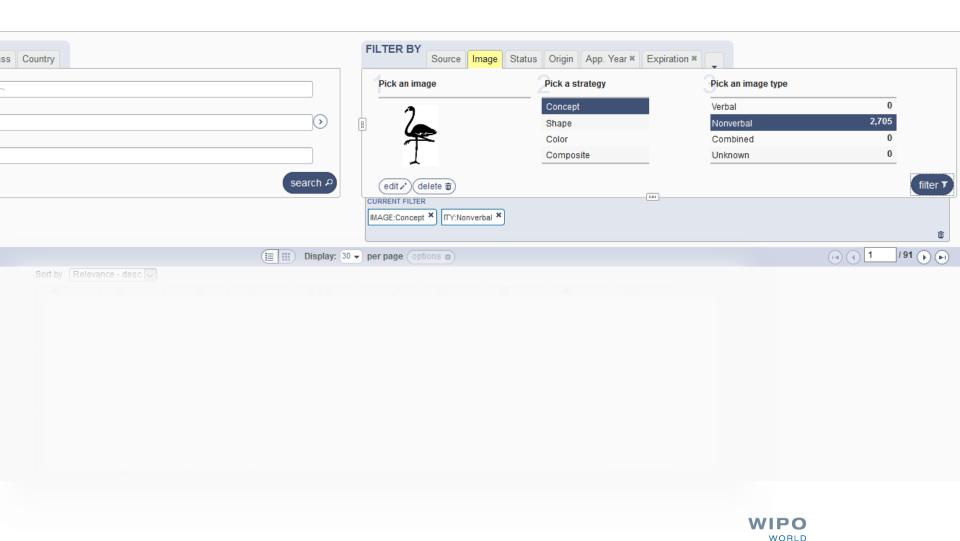
Image search: 2 options



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



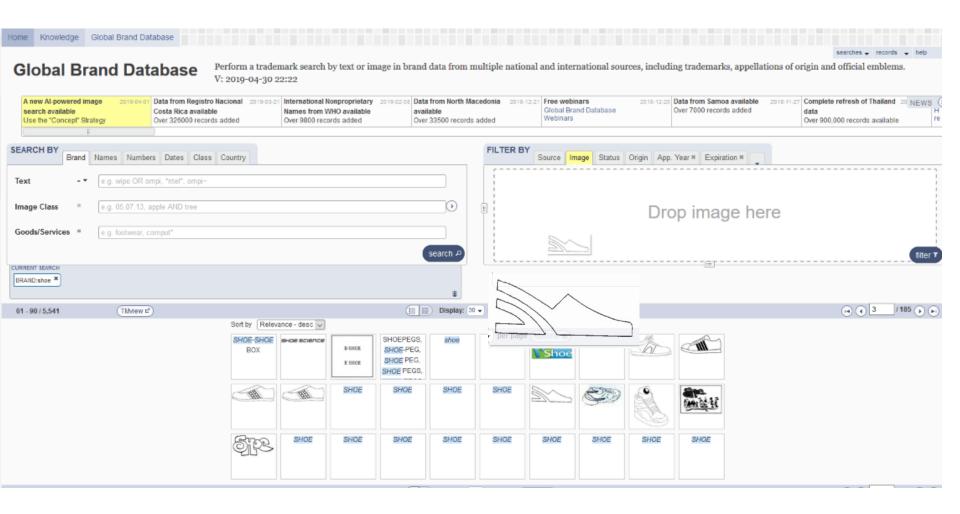
Image = search term



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Filter results by image: drag





Filter results by image: browse

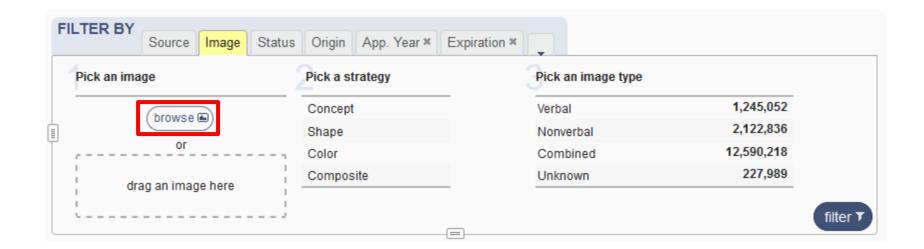
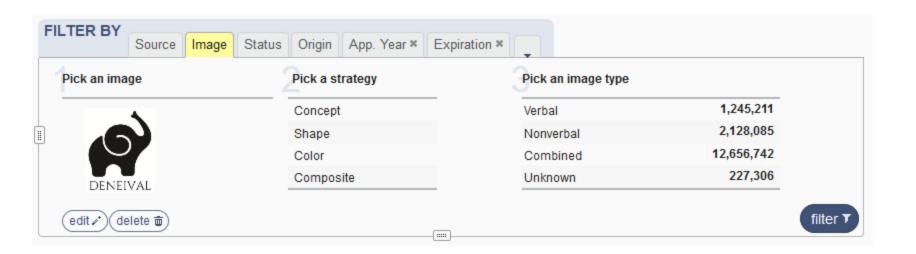
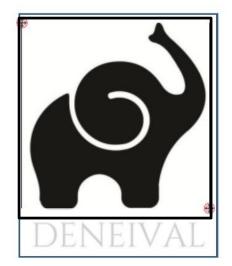




Image: edit







Draw and adjust a shape you want to crop or fill



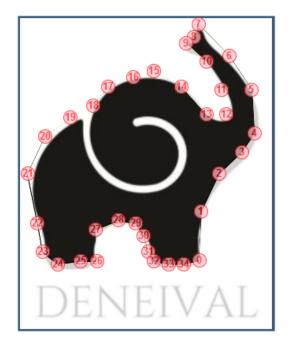
Actions :



Draw and adjust a shape you want to crop or fill



Actions



Draw and adjust a shape you want to crop or fill







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

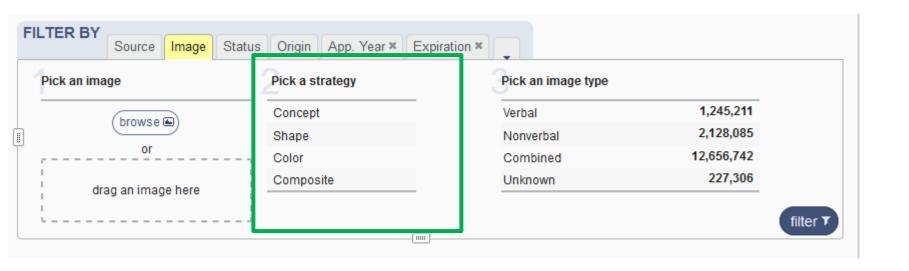
Actions:







Step 2: strategies

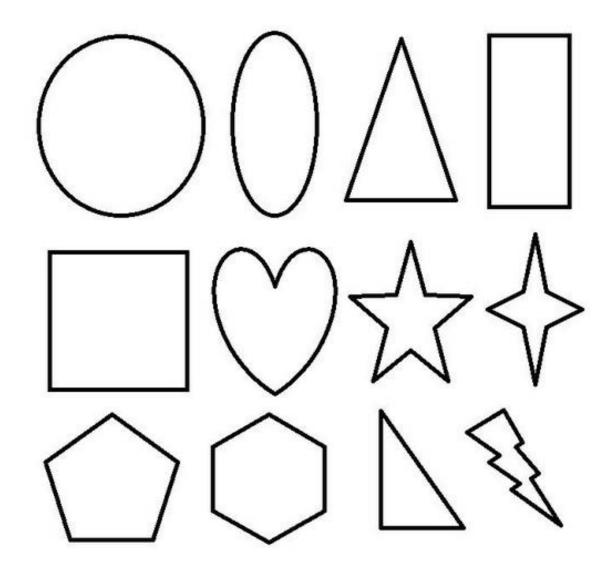




Concept: abstract idea



Strategy: shape

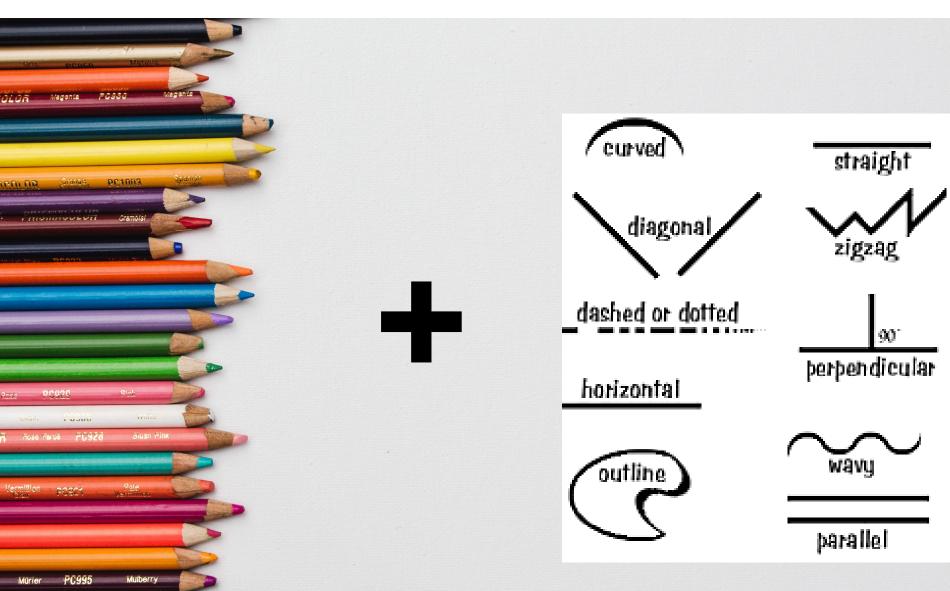


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Strategy: color



Strategy: composite



Step 3 (optional): image type

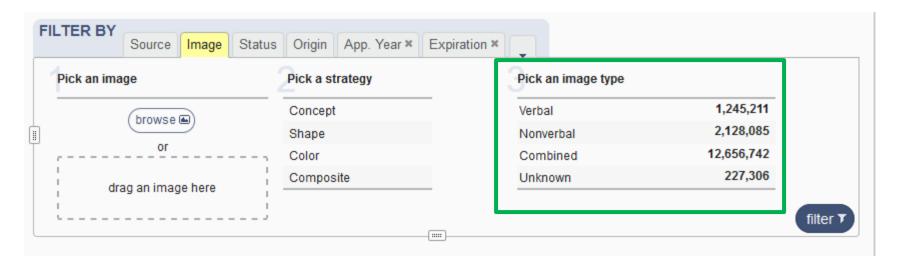




Image type: verbal

VINĀRIA DIN VALE	EYE SROWS BIG BOOST FIBRE	MARQUESA DE ALORNA	TRADEMARK NOW FRANCHSE	MINE CARE	Levazza. It's how you say coffee in Haftan	NASTOYASCHAYA	MONOSUIT	ECLAT	KAITO GROUP
MAMELLE	BLANC	DEL FRISCO'S DOUBLE EAGLE STEAMFOUNE	THUMPERS	C-Tec	**************************************	INSECT CONTROL	BARRIALOX	EXYSTASE	
Bactamoxan	ABON ADMITTABLE BED, ORIGINAL HURSHIN	ALDEIAS DE JUROMENHA	B BLUE	KEMONO	GRA&GREEN	Edison	APF-Max	J2 CORE	ICYMI



Image type: non verbal

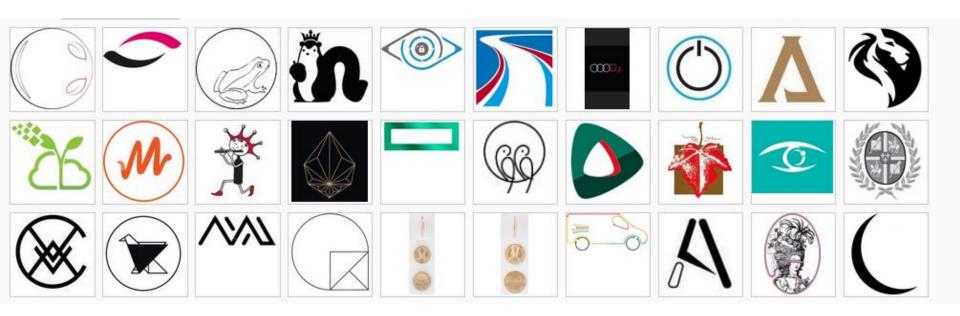


Image type: combined



























































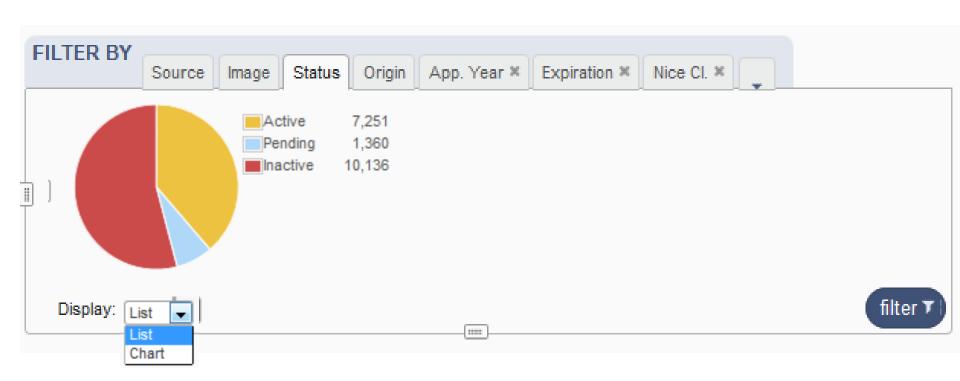


Image type: unknown





Filter by: Status



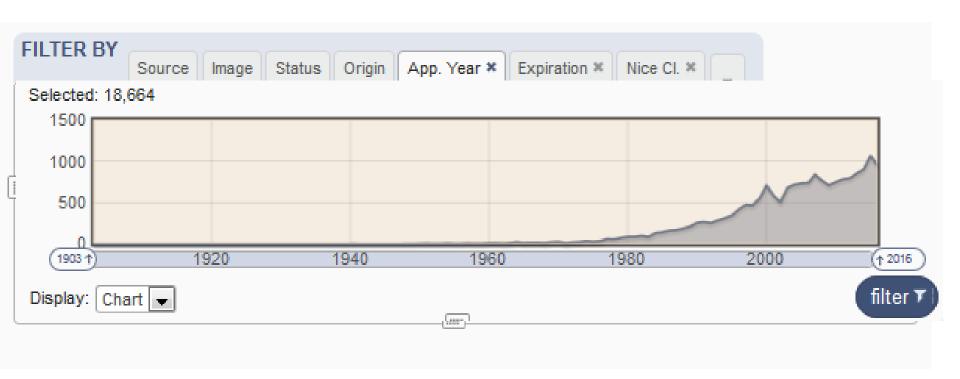


Filter by: Origin





Filter by: Application Year



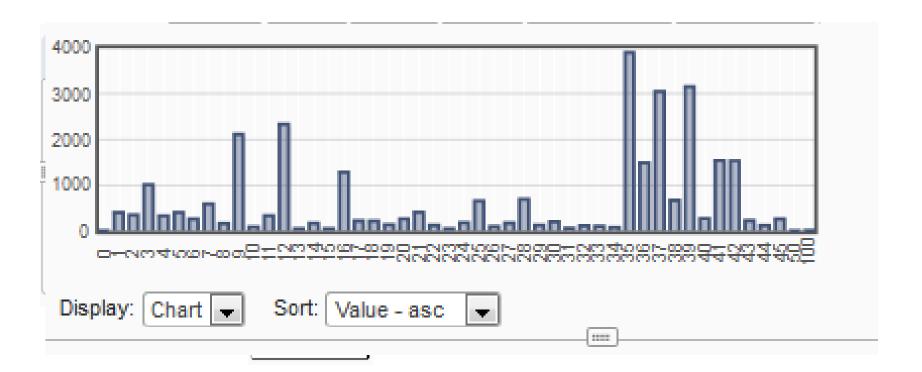


Filter by: Expiration





Filter by: Nice Classification



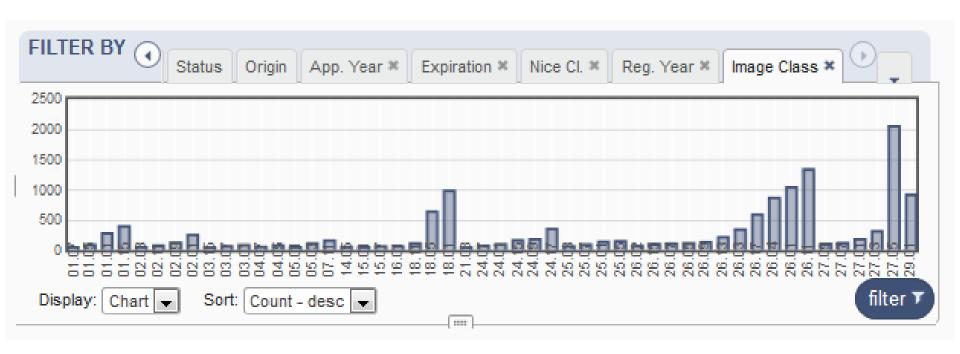


Filter by: Registration year



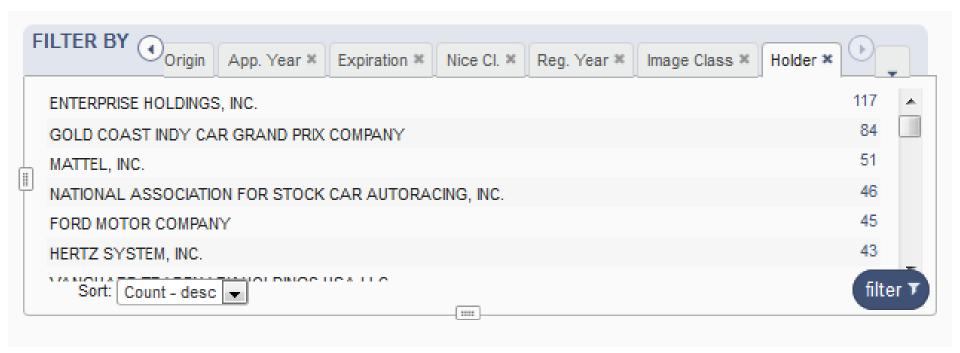


Filter by: Image classification





Filter by: Holder

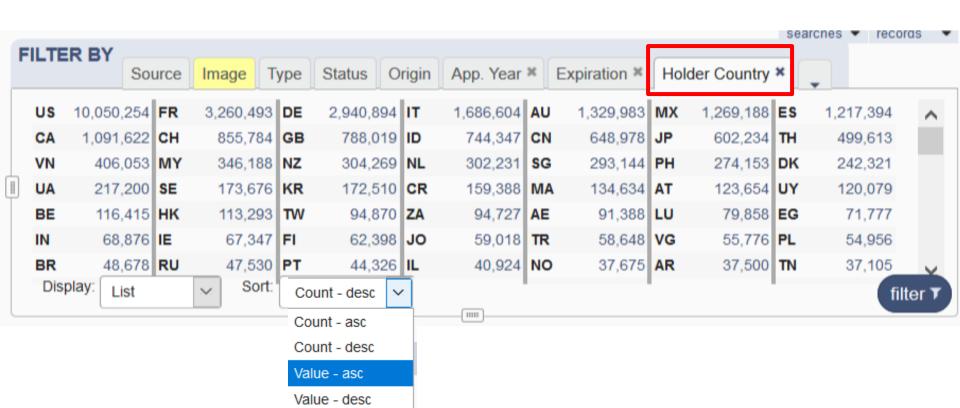




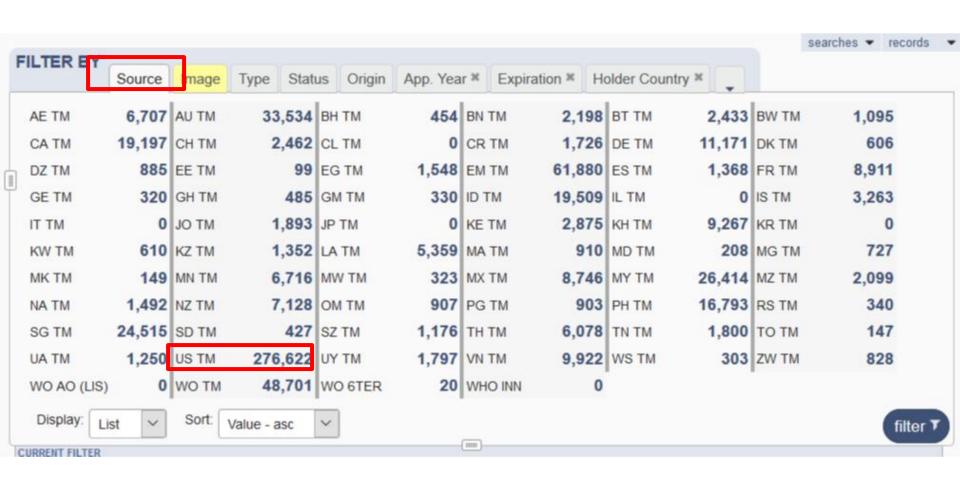
Filter by: Designation



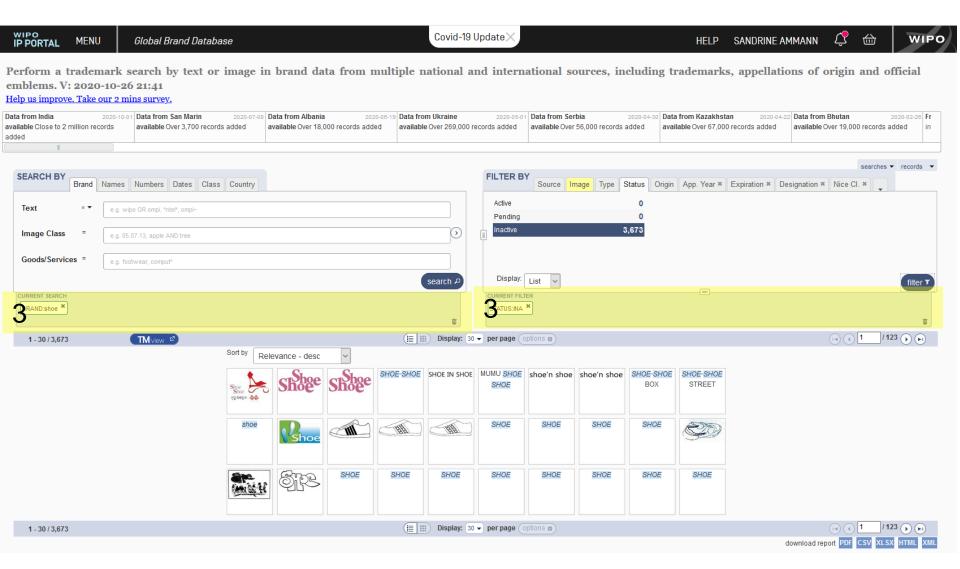


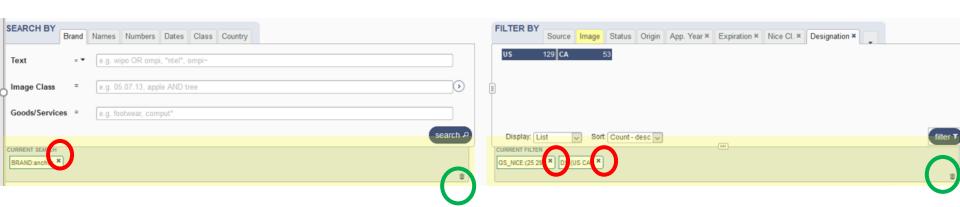


FILTE		ource	Image	Туре	Status C	rigin	App. Year	ж	Expiration ×	Hol	der Country	×			
AD	1,66	2 AE	91,3	88 AF	1,371	AG	892	AI	650	AL	700	AM	1,895	AN	5,030
AO	27	2 AR	37,5	00 AS	415	AT	123,654	AU	1,329,983	AW	505	AZ	419	ВА	1,123
ВВ	9,76	4 BD	6	81 BE	116,415	BF	33	BG	20,047	вн	4,992	BJ	68	вм	18,864
BN	10,08	2 BO	3	74 BR	48,678	BS	9,756	вт	448	вw	2,398	вх	1,392	BY	4,142
BZ	2,40	2 CA	1,091,6	22 CB	57	СС	39	CD	184	CE	206	CF	53	CG	88
СН	855,78	4 CI	4	18 CK	529	CL	21,204	СМ	288	CN	648,978	co	20,129	CR	159,388
CS	1,26	5 CU	4,4	02 CV	44	cw	1,957	CY	25,721	CZ	30,842	DD	3,395	DE	2,940,894
DK	242,32	1 DL	1	82 DM	268	DO	3,807	DT	442	DZ	22,028	EA	57	EC	2,699
EE	35,66	1 EG	71,7	77 EK	115	EM	1,480	EN	3,490	EO	52	ES	1,217,394	ET	364
EU	13	7 FI	62,3	98 FJ	675	FO	198	FR	3,260,493	GA	86	GB	788,019	GBR	50
GD	7	GE	19,5	74 GG	1,486	GH	4,879	GI	4,656	GL	259	GM	484	GN	97
GP	9	7 GQ		39 GR	19,903	GT	9,684	GU	445	GY	373	нк	113,293	HN	2,970
HR	8,57	2 HT	4	02 HU	19,300	IC	115	ID	744,347	IE	67,347	IL	40,924	IM	3,460
IN	68,87	6 IO	9	58 IQ	428	IR	3,451	IS	6,859	IT	1,686,604	JC	45	JE	2,740
JM	2,29	4 JO	59,0	18 JP	602,234	KE	35,513	KG	126	кн	21,722	KN	1,070	ко	170
KP	3,55	8 KR	172,5	10 KS	44	KW	19,110	KY	28,167	KY1	131	KYY	53	KZ	32,712
LA	2,89	2 LB	8,3	40 LC	613	LI	23,268	LK	3,076	LR	840	LT	6,380	LU	79,858
LV	5,50	6 LY	2	86 MA	134,634	МС	10,564	MD	27,637	ME	356	MG	10,353	МН	682
MK	17,47	2 ML		69 MM	162	MN	15,494	мо	1,099	MP	146	MQ	100	MR	786
MT	12,74	9 MU	11,4	72 MV	68	MW	4,455	MX	1,269,188	MY	346,188	MZ	12,949	NA	3,877
NC	10	ND		56 NE	159	NG	1,276	NI	1,139	NL	302,231	NN	47	NO	37,675
NP	160	NS NS		36 NZ	304,269	ОМ	12,503	00	336	PA	23,530	PE	5,588	PF	300
PG	4,31	6 PH	274,1	53 PK	3,560	PL	54,956	PR	9,841	PS	858	PT	44,326	PY	1,430
QA	7,11	1 RC	3	51 RE	185	RH	1,286	RO	12,165	RS	27,178	RU	47,530	RW	51
SA	20,98	3 SB		52 SC	2,614	SD	4,793	SE	173,676	SG	293,144	SH	391	SI	12,307
SK	8,75	SL	1	04 SM	1,217	SN	329	SO	52	SR	172	SU	803	SV	5,491
SX	73	3 SY	3,5	66 SZ	1,551	TC	1,001	TG	167	TH	499,613	TN	37,105	то	176
TR	58,648	B TS		69 TT	1,107	TW	94,870	TZ	495	UA	217,200	UC	39	UG	322
UK	28,81	5 UM		70 US	10,050,254	UY	120,079	UZ	302	VA	75	VC	219	VE	5,691
VG	55,77	6 VI	3,9	62 VM	36	VN	406,053	VU	384	wo	37	ws	1,670	хо	462
XP	16,49	2 XX	9,9	26 YE	938	ΥI	259	YU	6,319	ZA	94,727	ZB	587	ZM	386

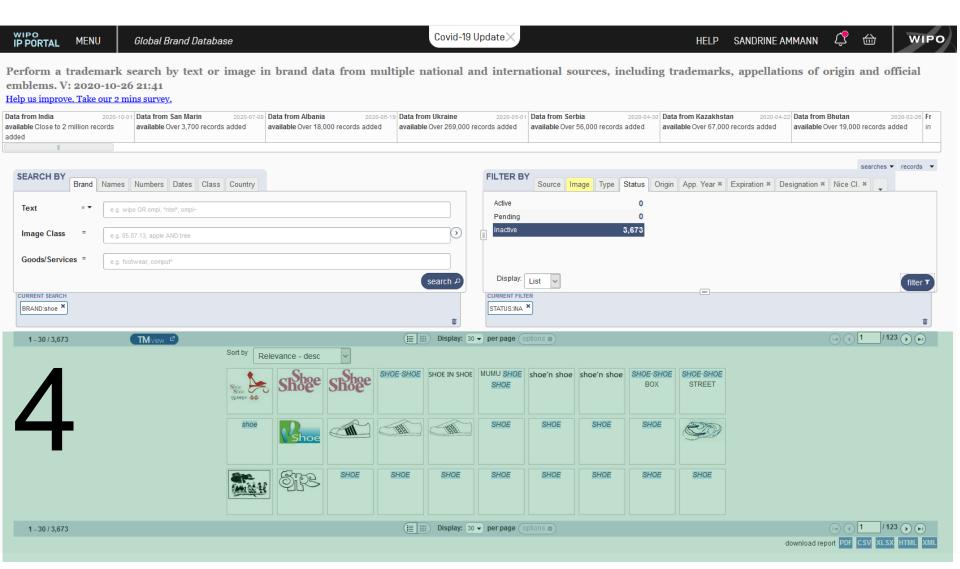


Current search/filter: 3

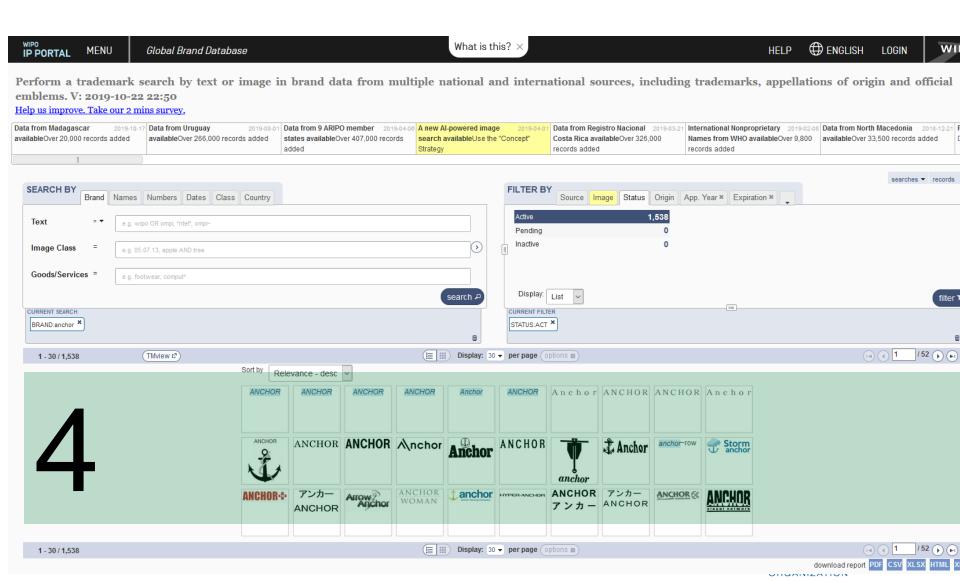




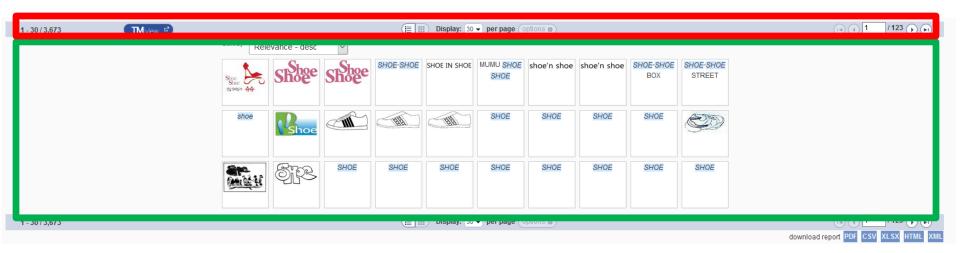
Search results: 4



Search results: 4

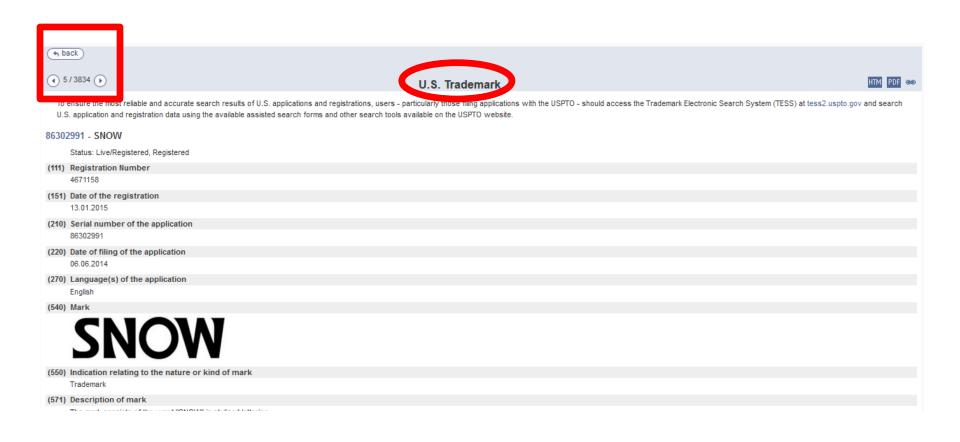


Result area: pager & list





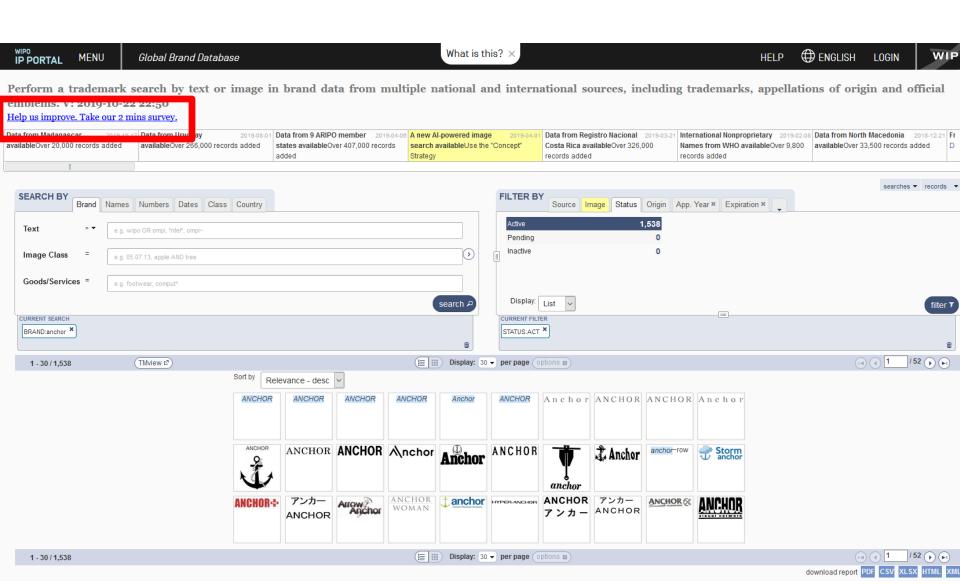
Record view





Survey







WIPORTAL MENU Vienna Classification Assistant

Covid-19 Update

HELP DENGLISH LOGIN

WIPO

Brock Login

Fig. 19 Login

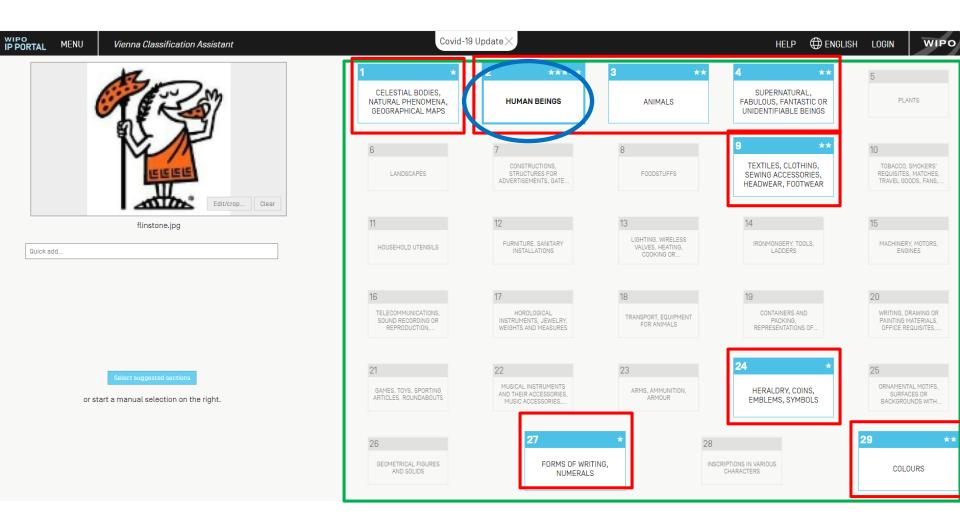
Fig. 19 Login

Fig. 2 L



Example





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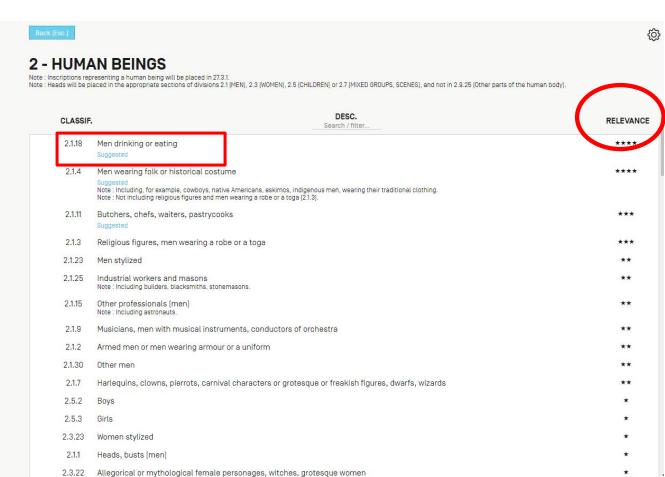


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Select suggested sections

or start a manual selection on the right.





This section is an auxiliary of the following principal sections.

	CLASSIF.	DESCRIPTION	SCORE
✓	2.1.4	Men wearing folk or historical costume Note: Including, for example, cowboys, native Americans, eskimos, indigenous men, wearing their traditional clothing. Note: Not including religious figures and men wearing a robe or a toga [2.1.3].	****
		Suggested	
	2.1.11	Butchers, chefs, waiters, pastrycooks	***
		Suggested	
	2.1.3	Religious figures, men wearing a robe or a toga	***
	2.1.25	Industrial workers and masons Note : Including builders, blacksmiths, stonemasons.	**
	2.1.15	Other professionals [men] Note : Including astronauts.	**
	2.1.9	Musicians, men with musical instruments, conductors of orchestra	**
	2.1.2	Armed men or men wearing armour or a uniform	**
	2.1.30	Other men	**
	2.1.7	Harlequins, clowns, pierrots, carnival characters or grotesque or freakish figures, dwarfs, wizards	**
	2.1.21	Men mounted on animals or accompanied by animals (except 2.1.20)	*
	2.1.8	Acrobats, athletes, dancers, jugglers, nude men, men practising sports [except 2.1.2, 2.1.12, 2.1.14, 2.1.20 and 2.1.21]	*
	2.1.13	Peasants, workers in the fields	*
	2.1.5	Men wearing a dinner jacket or a suit	
	2.1.12	Sailors, seamen, fishermen, pirates	
	2.1.20	Men mounted on or accompanied by a horse, a mule or a donkey	
	2.1.22	Allegorical or mythological masculine personages	
	2.1.10	Nurses, doctors, dentists, laboratory personnel	
	2.1.14	Divers, frogmen	
	2.1.26	Cavemen	

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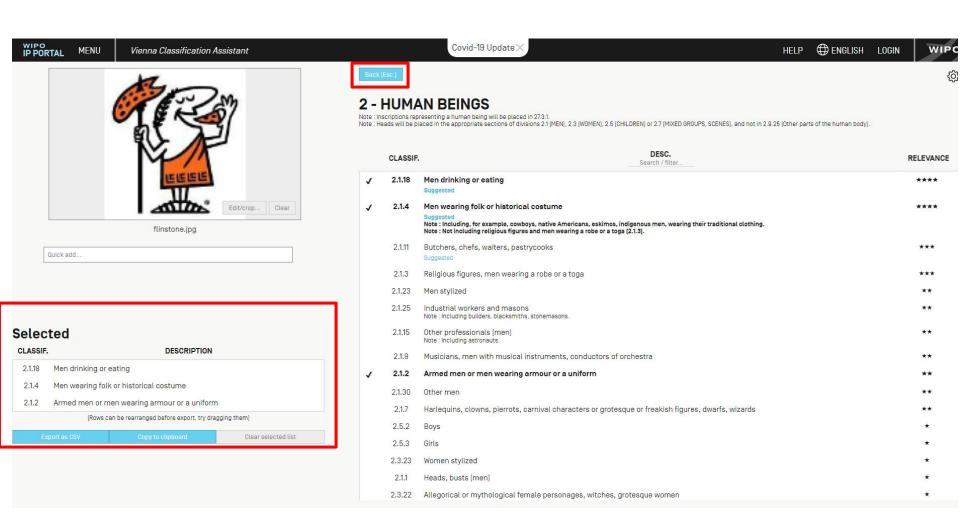
Please select at least one of the principal sections relevant to your image.

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Clear selected





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Practical cases

November 19 at 5:30 pm CEST

https://www.wipo.int/reference/en/branddb/webinar/index.html



Global Design Database: webinar

How to read, share and save your results

October 29 at 5:30pm CEST

https://www.wipo.int/reference/en/designdb/webinar/index.html



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November 10 at 5:30 pm

November 12 at 8:30 am

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