

Overview of the Global Brand Database

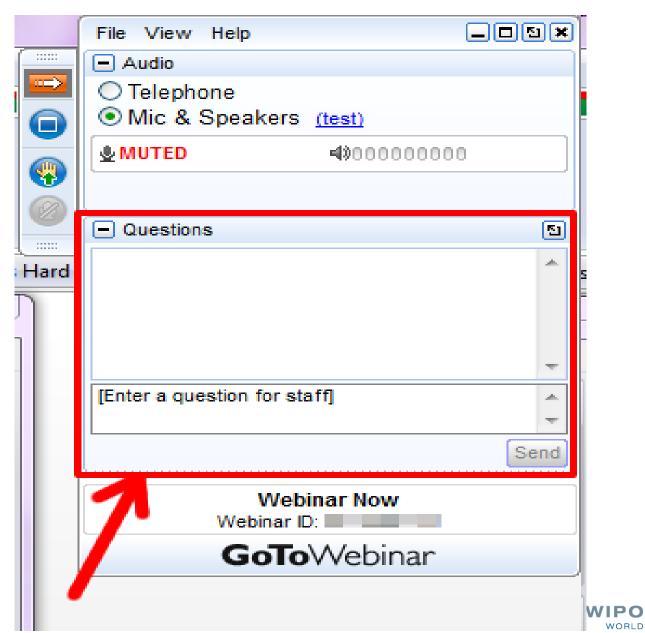
Sandrine Ammann
Marketing & Communications Officer

Internet January 2021

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







WORLD INTELLECTUAL PROPERTY ORGANIZATION

Questions/concerns

gbd@wipo.int



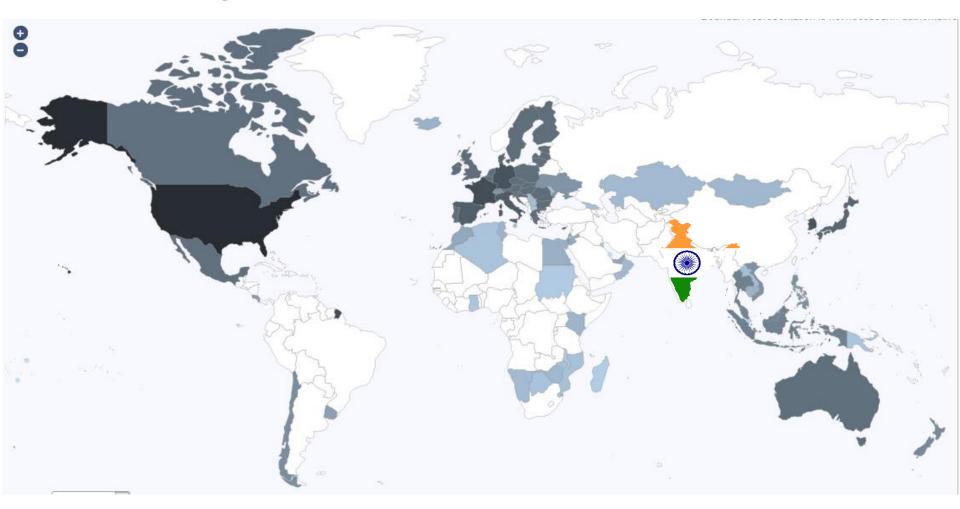
Agenda

- Introduction & Coverage
- Interface:
 - Search features
 - Filter features
 - Results
 - Menus
- Q&A

Why is the GBD useful?

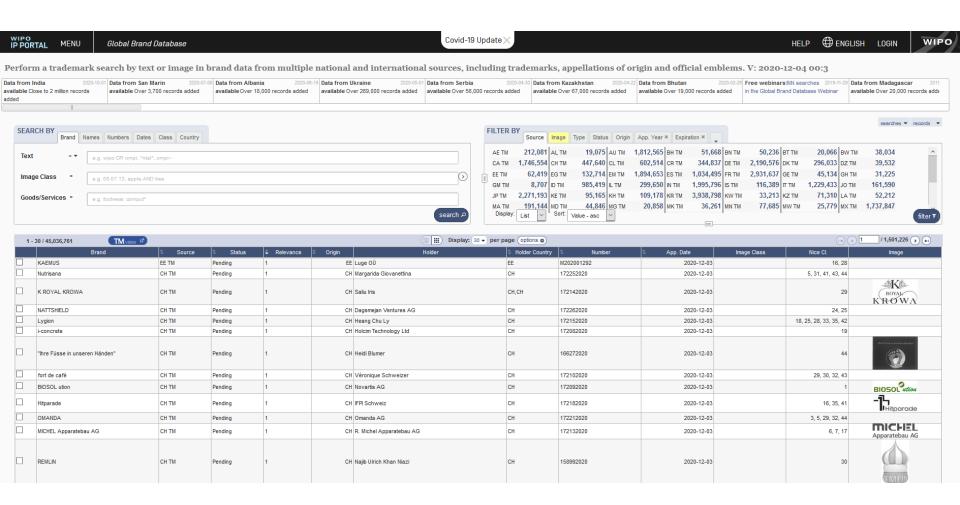
- Find details about a specific brand
- Explore mark landscape to find out if the brand you have in mind already exists

Coverage map





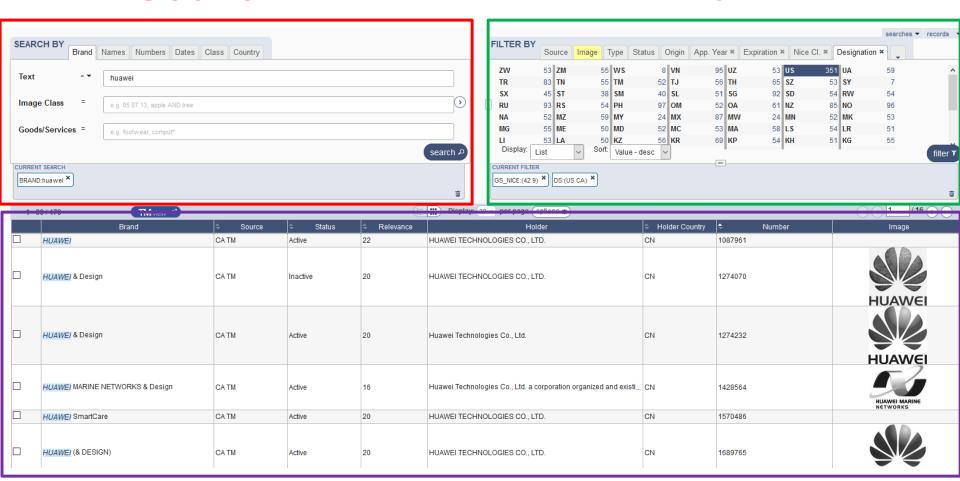
The Global Brand Database





search

filter



results



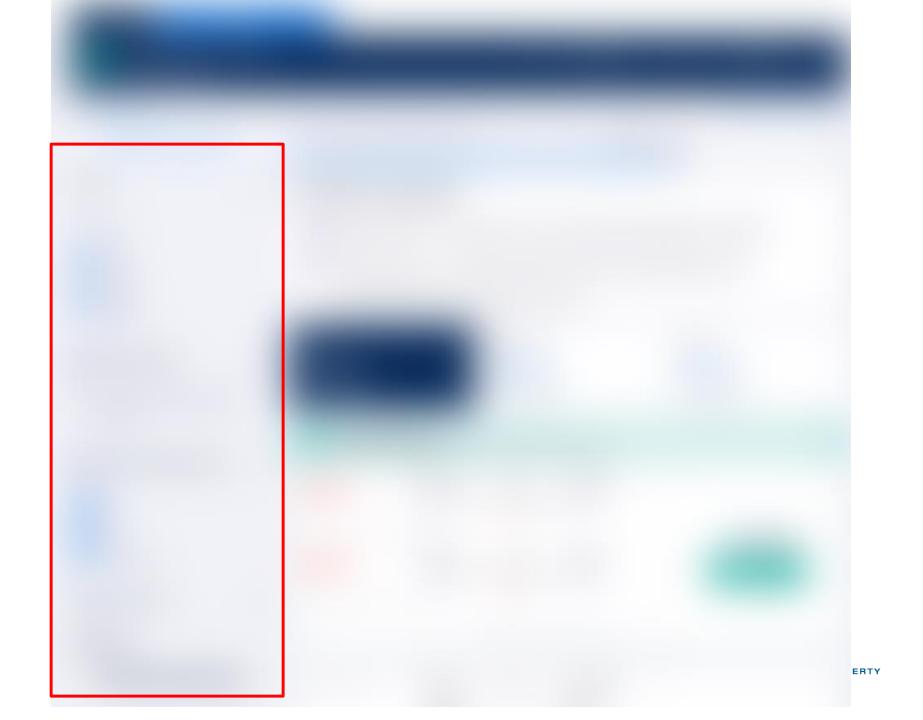


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How do we book?









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ORGANIZATION

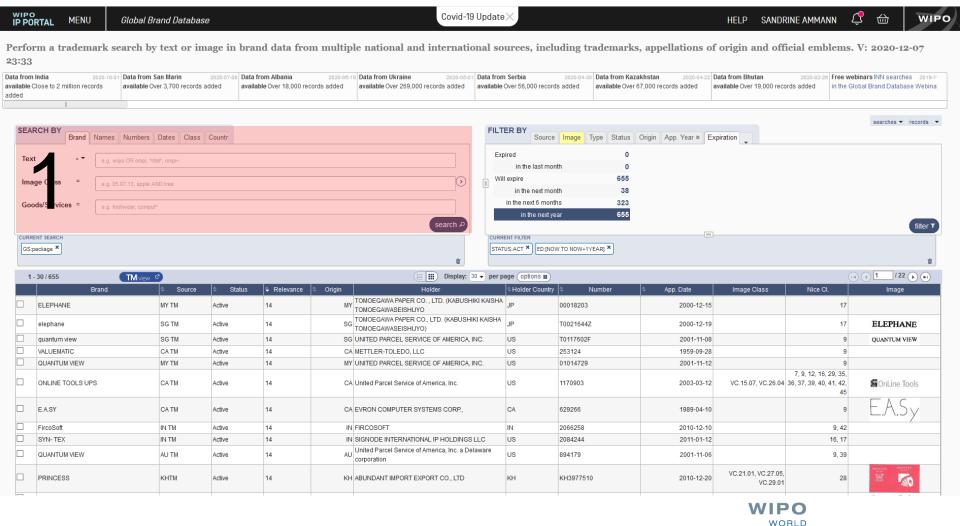
Combining many search criterias



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: 2020-12-07 Data from Ukraine 2020-05-01 Data from Serbia Free webinars INN searches 2019 available Over 18,000 records added available Over 269,000 records added available Over 56,000 records added ise to 2 million records available Over 3,700 records added available Over 67,000 records added available Over 19,000 records added searches ▼ records ▼ SEARCH BY Brand Names Numbers Dates Class Countr Source Image Type Status Origin App. Year × Expiration 655 38 323 655 ED:[NOW TO NOW+1YEAR] * iii Display: 30 → per page (options # (14) (4) 1 122 (b) (b) Holder Country TOMOEGAWA PAPER CO. , LTD. (KABUSHIKI KAISHA ELEPHANE MY TM Active 00018203 2000-12-15 17 TOMOEGAWASEISHIJYO SG TOMOEGAWA PAPER CO., LTD. (KABUSHIKI KAISHA TOMOEGAWASEISHIJYO) SG TM Active 14 T0021644Z 2000-12-19 **ELEPHANE** SG TM Active 14 SG UNITED PARCEL SERVICE OF AMERICA, INC. US T0117602F 2001-11-08 QUANTUM VIEW CA TM Active 14 CA METTLER-TOLEDO, LLC US 253124 1959-09-28 MY TM Active 14 MY UNITED PARCEL SERVICE OF AMERICA, INC. US 01014729 2001-11-12 7, 9, 12, 16, 29, 35, CA TM Active 14 CA United Parcel Service of America, Inc. US 1170903 2003-03-12 VC.15.07, VC.26.04 36, 37, 39, 40, 41, 42, MOnLine Tools 45 E.A.SY CATM 14 CA EVRON COMPUTER SYSTEMS CORP. CA 629266 Active 1989-04-10 FircoSoft IN TM Active IN FIRCOSOFT IN 2066258 2010-12-10 9, 42 SYN-TEX IN TM Active 14 IN SIGNODE INTERNATIONAL IP HOLDINGS LLC US 2084244 2011-01-12 16, 17 AU United Parcel Service of America, Inc. a Delaware corporation QUANTUM VIEW US 894179 AU TM Active 14 2001-11-06 9.39 VC.21.01, VC.27.05, KH ABUNDANT IMPORT EXPORT CO., LTD PRINCESS KHTM Active KH KH3977510 2010-12-20 VC.29.01



Search by: 1

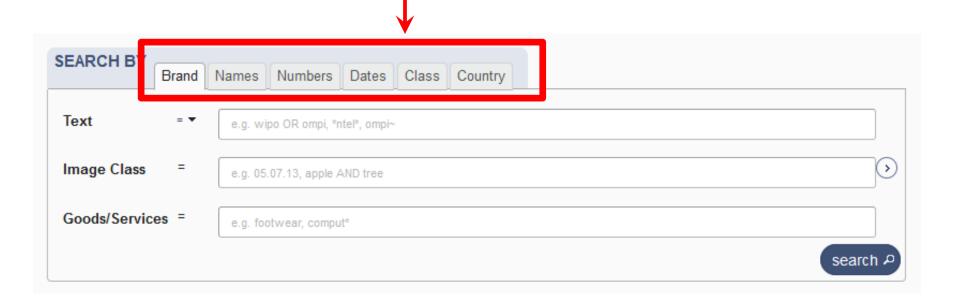


INTELLECTUAL PROPERTY

ORGANIZATION

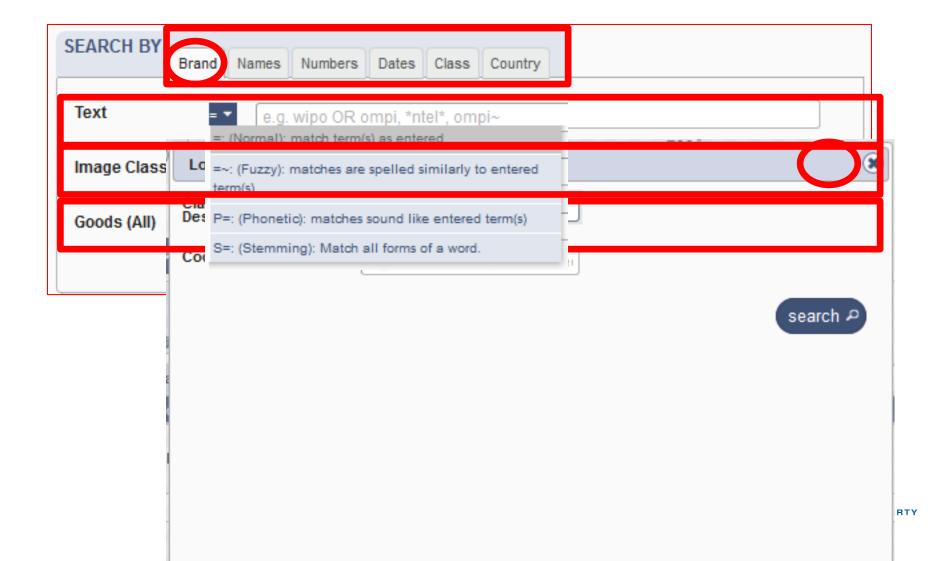
1. Search by

Brand – Names – Numbers – Dates- Class- Country





Search by

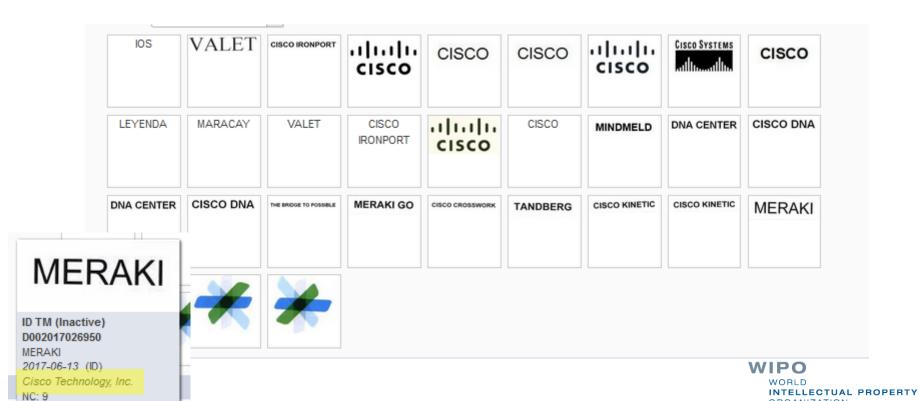


Search by Names



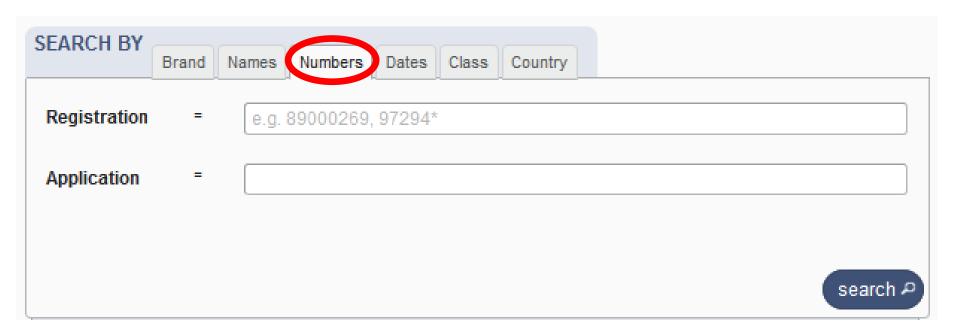






ORGANIZATION

Search by Numbers



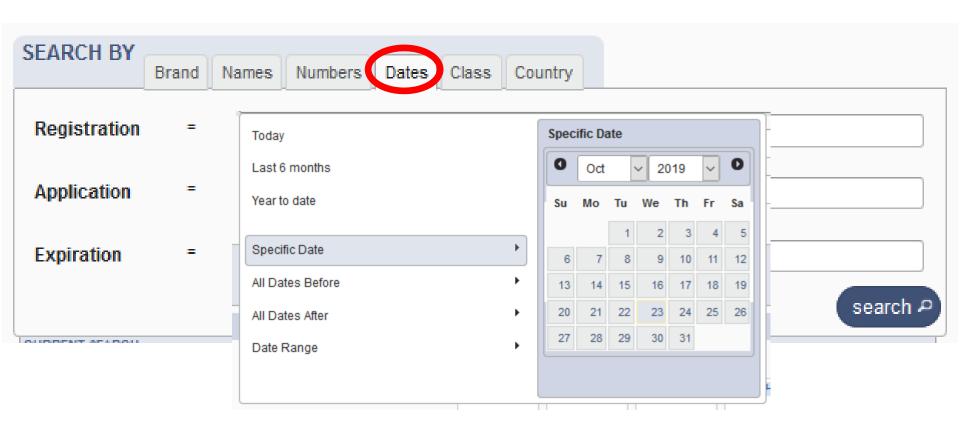




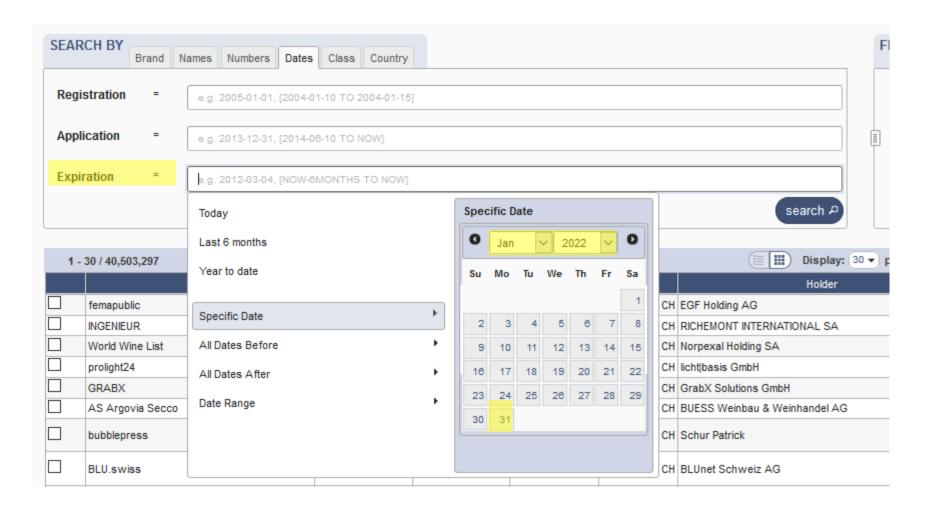
1-1	1/1 (TMview ½)	☐ III Display: 30 ▼ per page (options to									(a) (1 1) (b) (b)	
	Brand	Source	Status	Relevance	Origin	Holder		Number		Image Class	Nice CI.	Image
	HAPPY NEW YEAR!	KR TM	Active	14	KR	(주)오리온홀딩스		402012000069259	2012-11-07	VC.01.01, VC.08.01, VC.09.07	30	218
1-1/1												[14] (1] [14] [b]
										download repor	t PDF CSV XLSX HTML XMI	



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

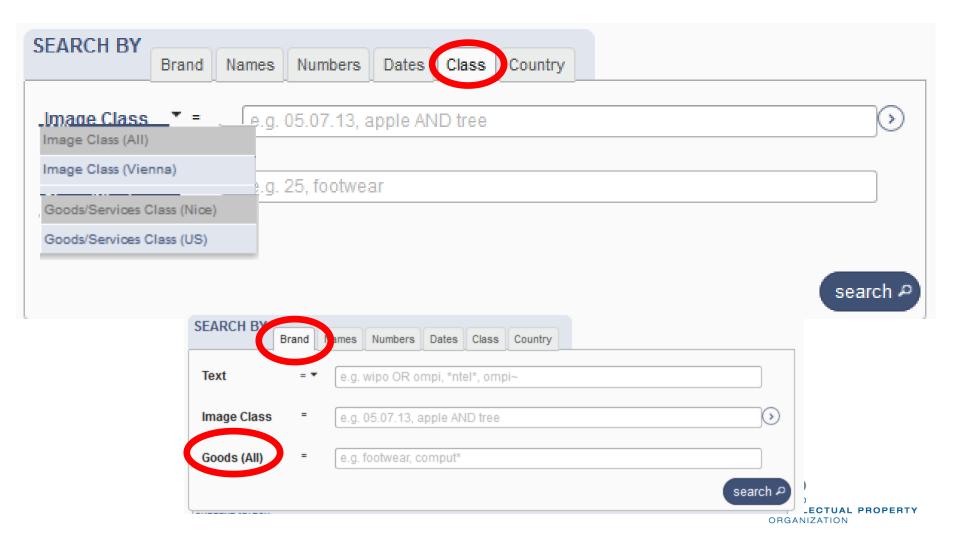
Level 10, 161 Collins Street Melbourne VIC 3000

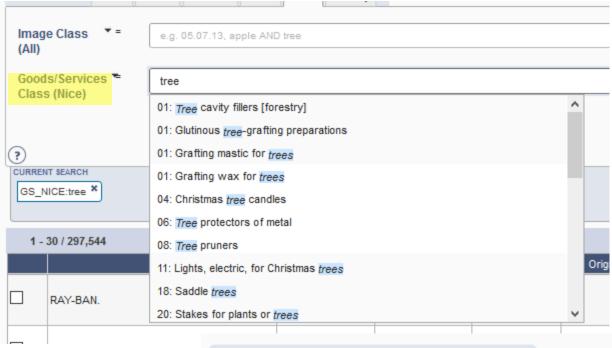
(511) The International Classification of Goods and Services for the Purposes of the Registration of Marks (Nice Classification) and the list of goods and services classified according thereto

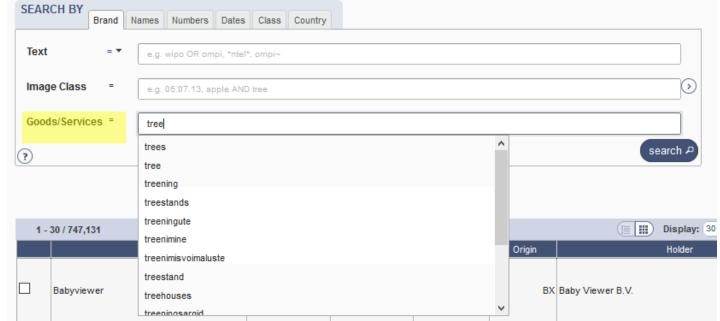
Electrical hair straighteners.



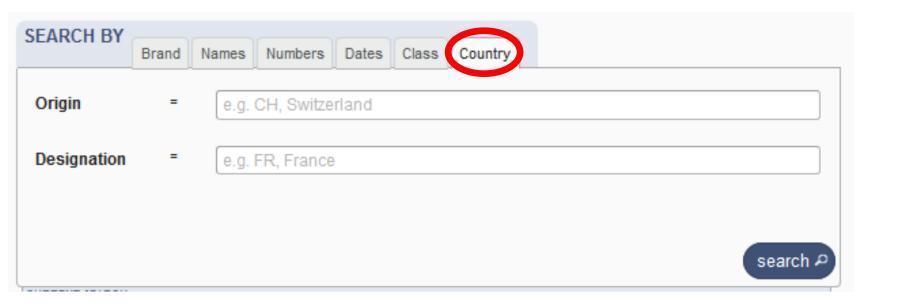
Search by Class



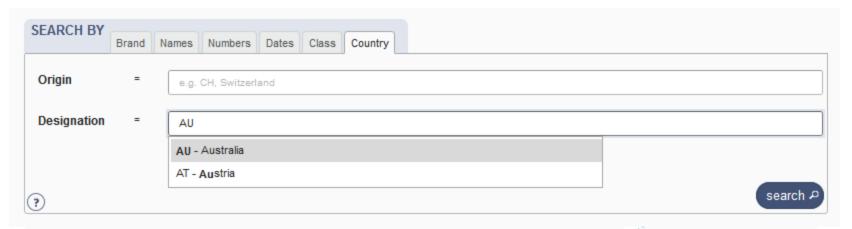




Search by Country







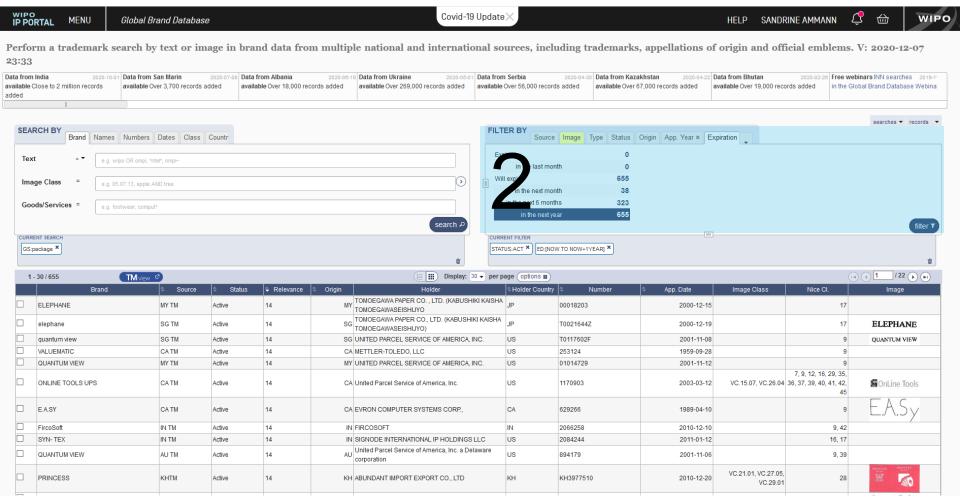


Languages, Operators, Wildcards....

- Each field supports:
 - Search in languages collections
 - 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



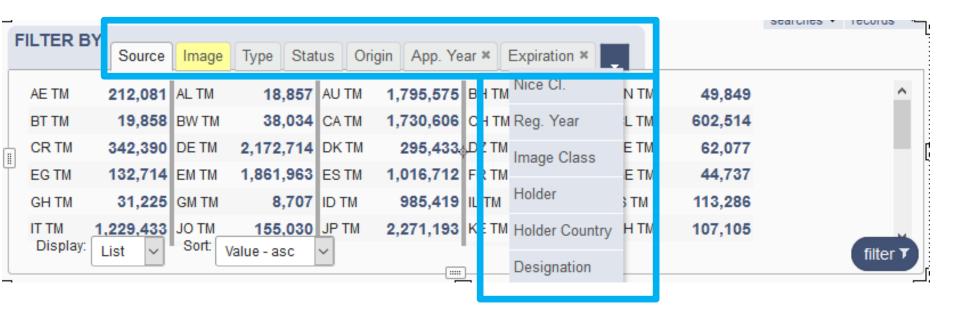
Filter by: 2





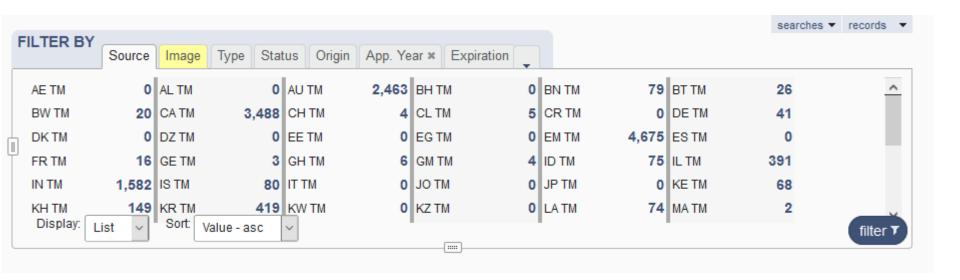
2. Filter by

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



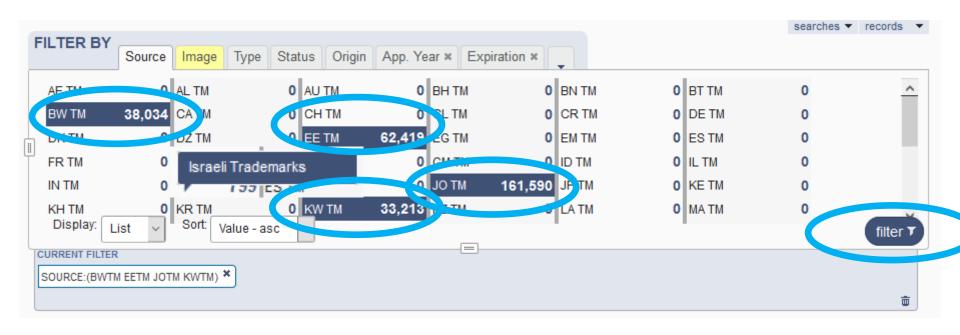


How to use the filters?



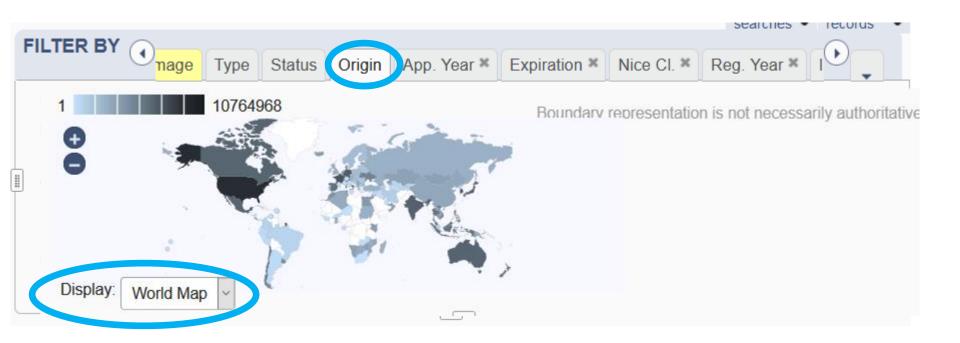


Information selection

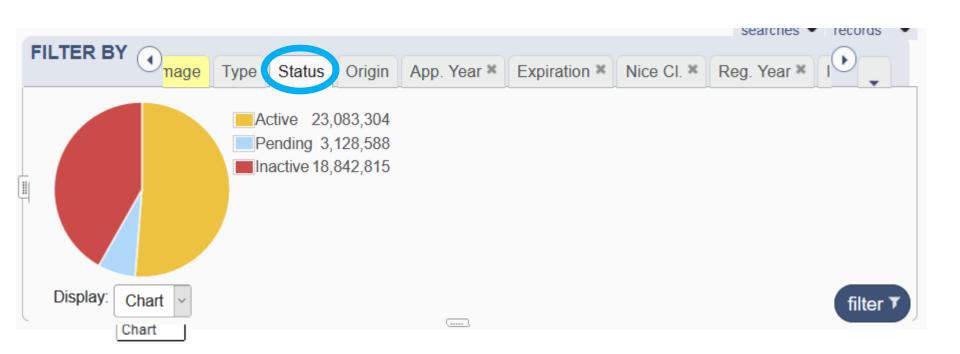




Information display

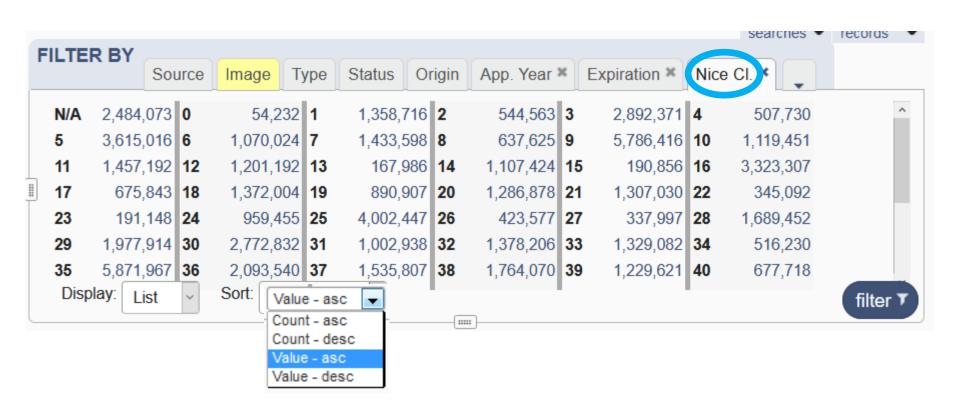






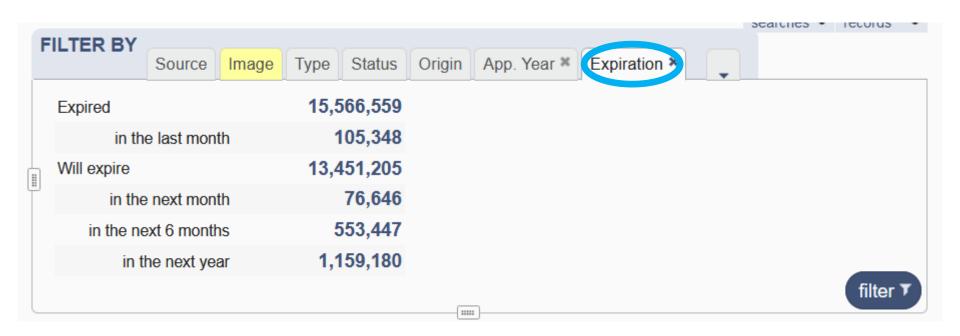


Information sorting



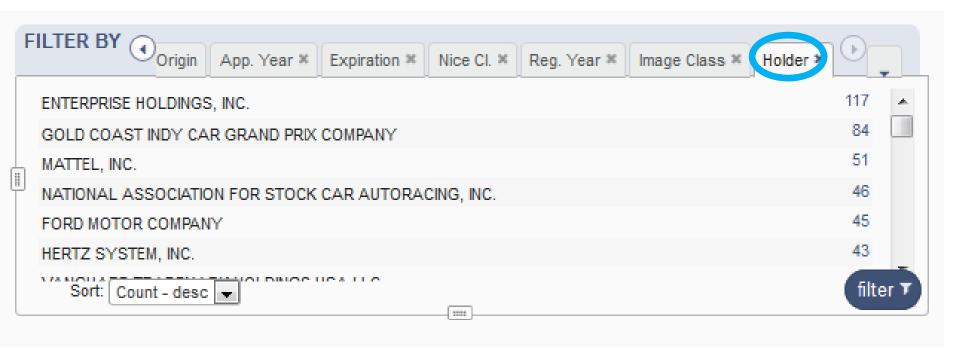


Expiration filter



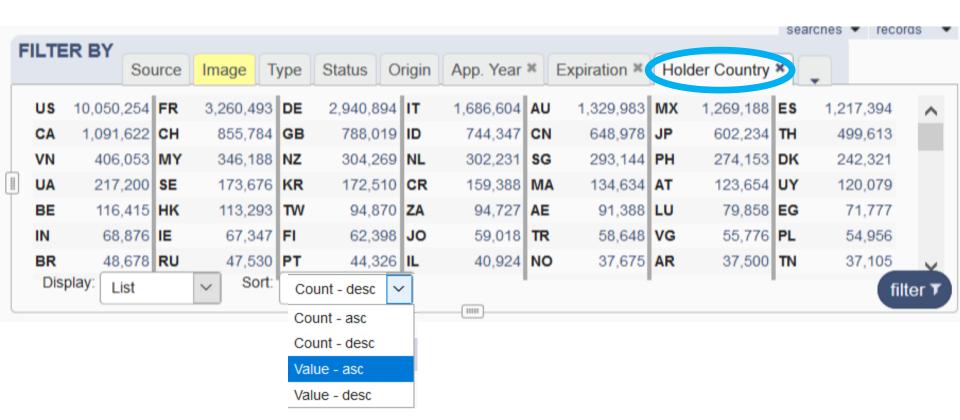


Holder filter





Holder country filter





FILTE		ource	Image	Туре	Status C	rigin	App. Year	×	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	BA	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

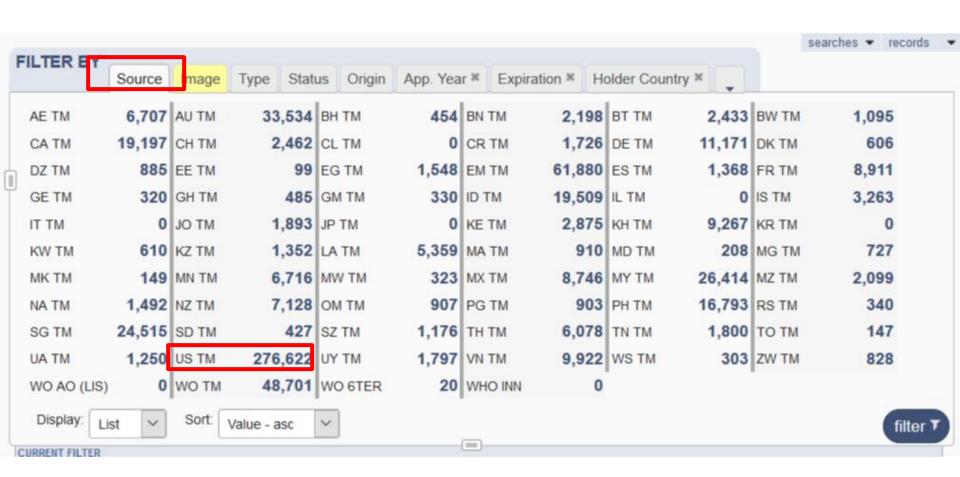
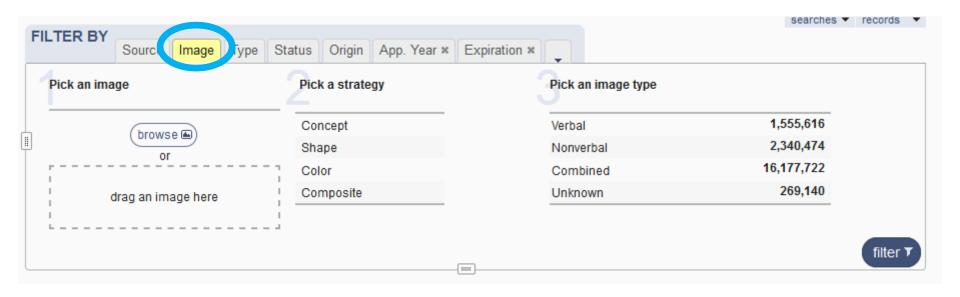


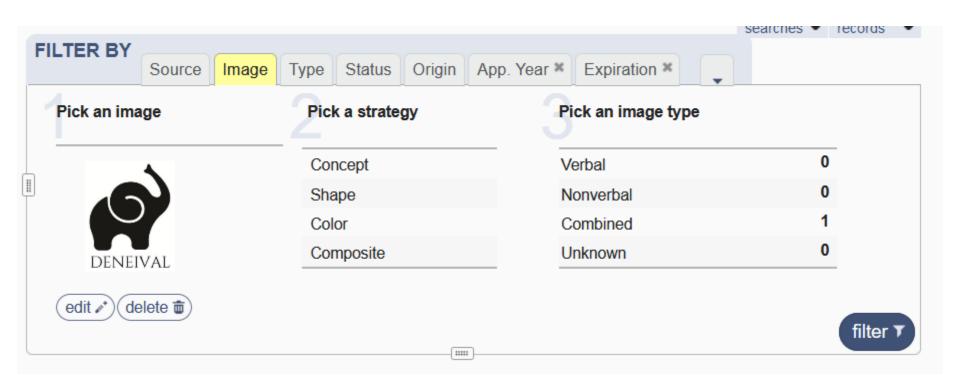
Image filter



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

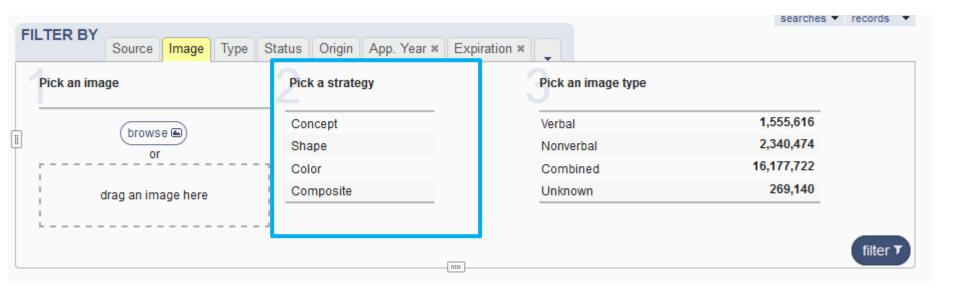


Image: edit



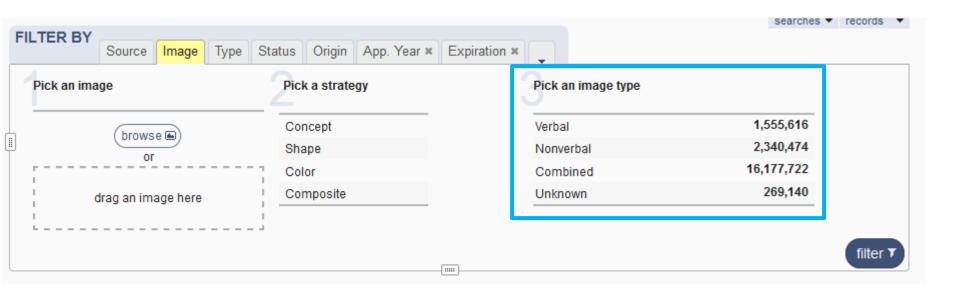


Step 2: strategies

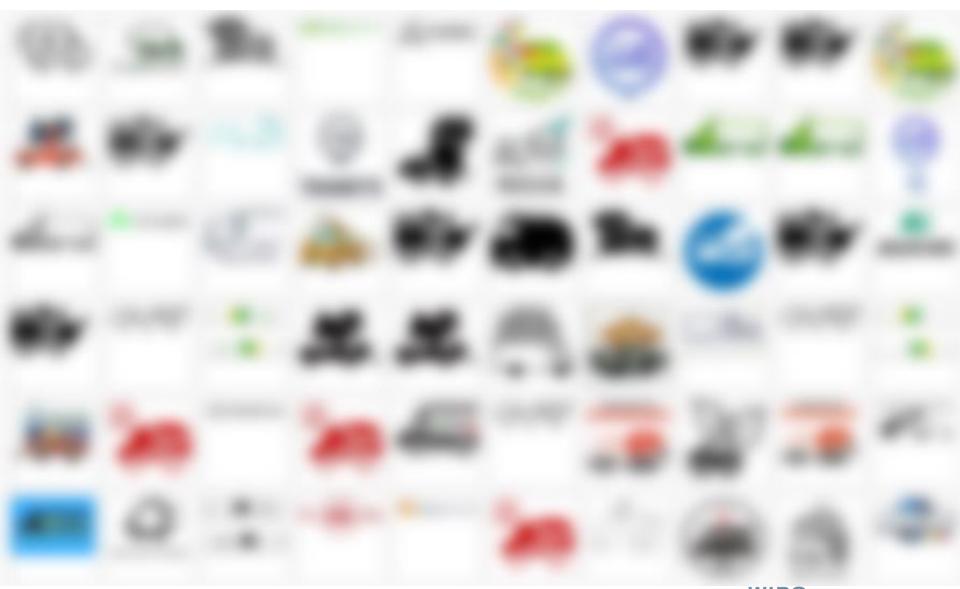




Step 3 (optional): image type



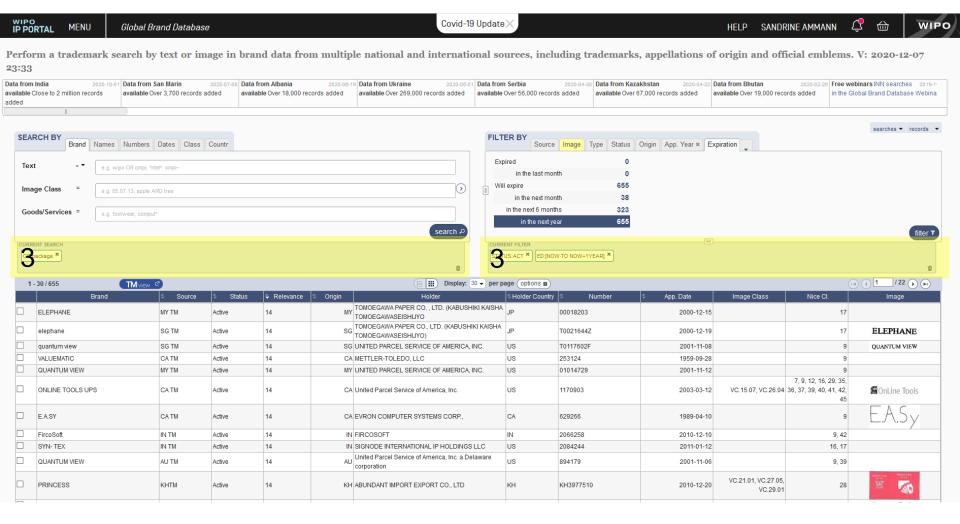




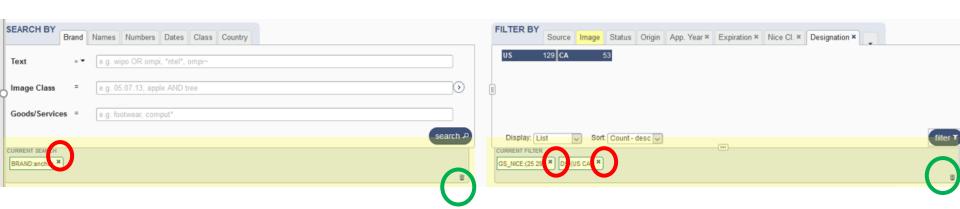
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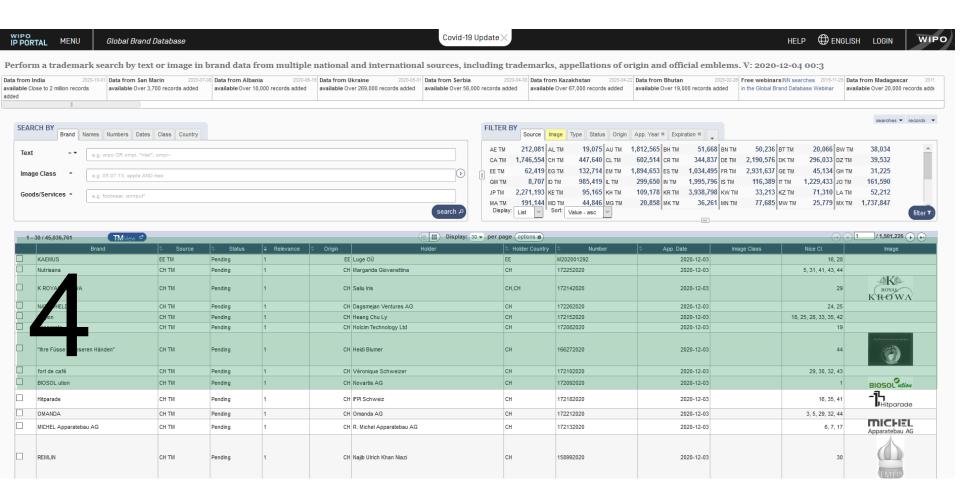
Current search: 3







Search results: 4



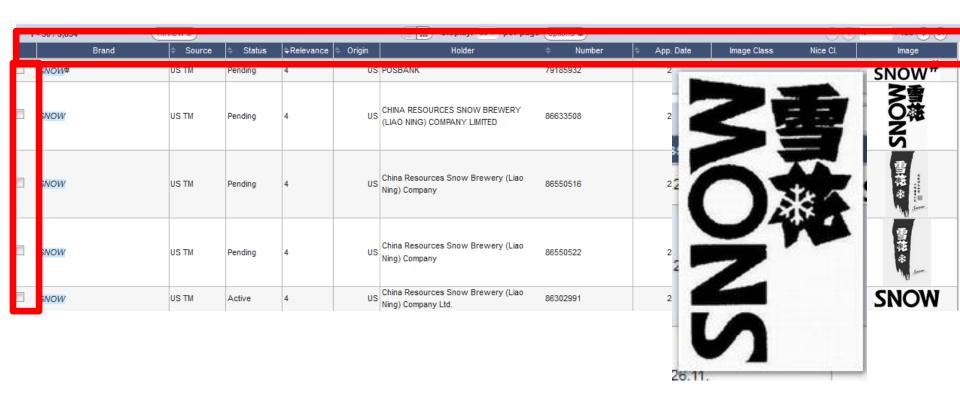


Result area: pager & list



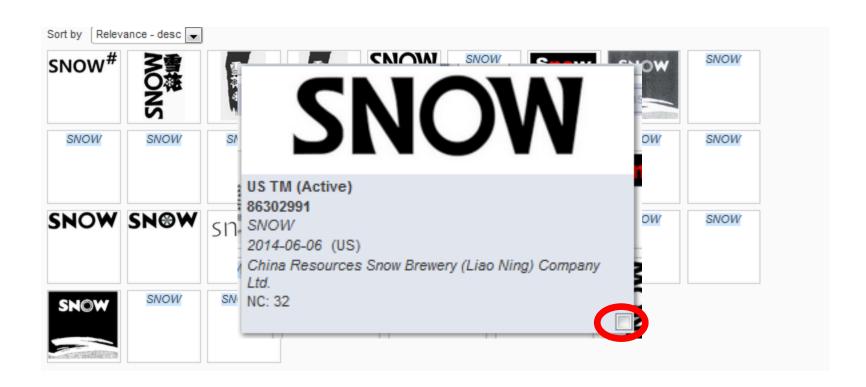


Record list – list format



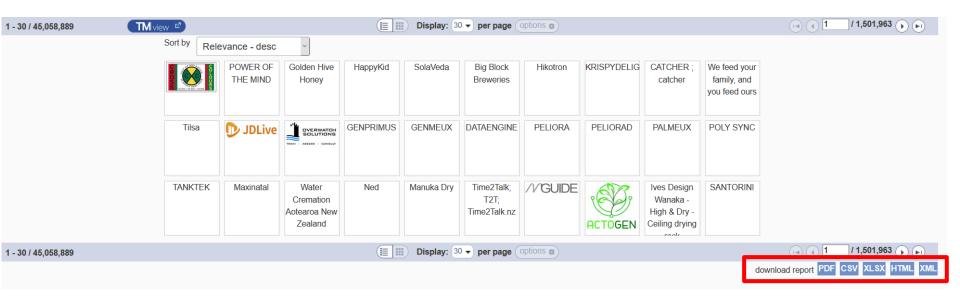


Record list – grid format



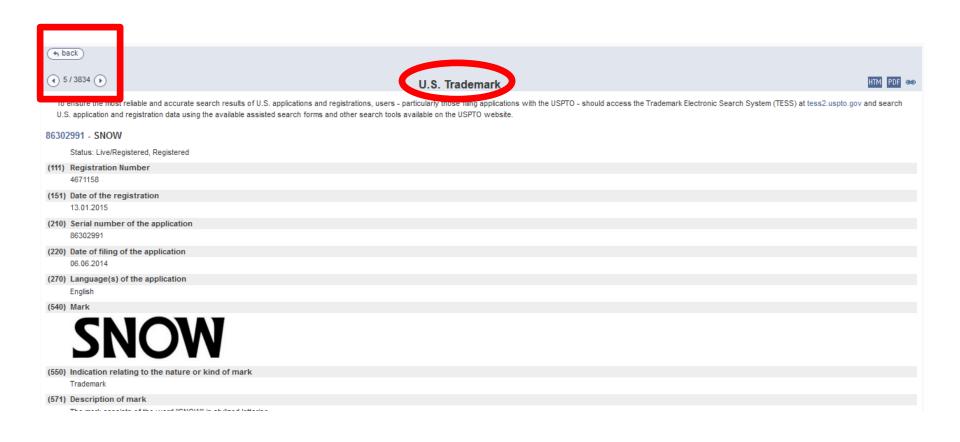


Download reports



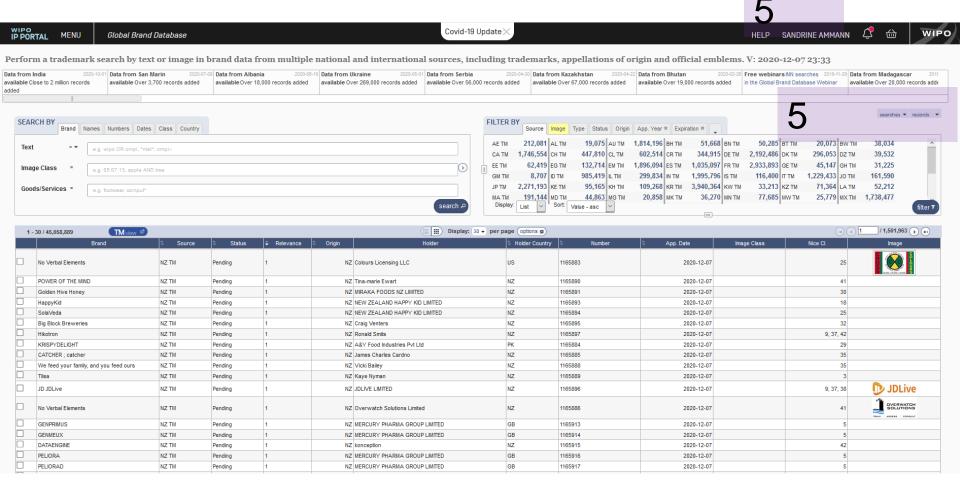


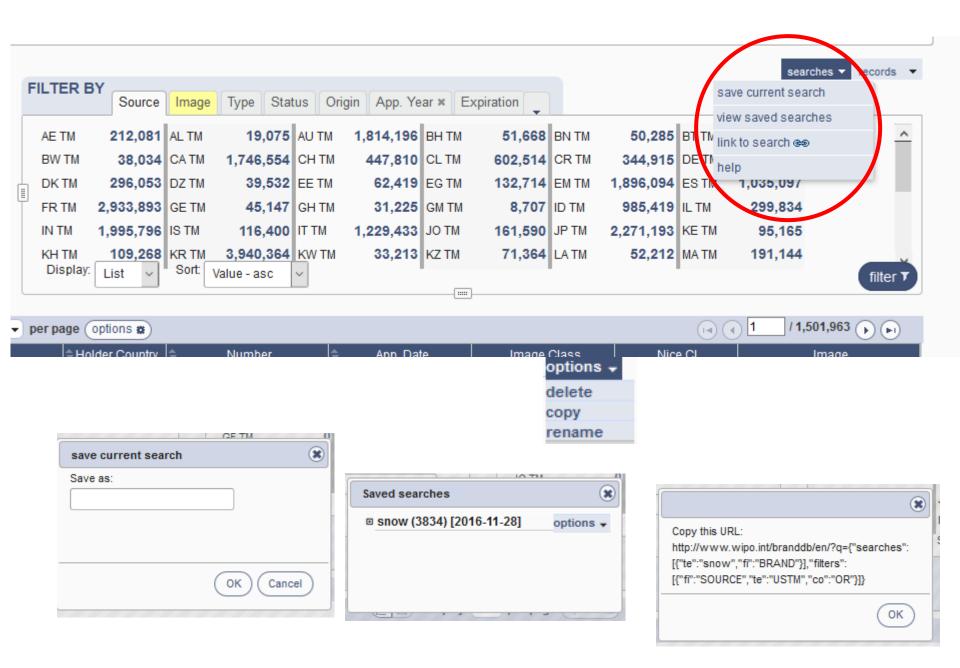
Record view

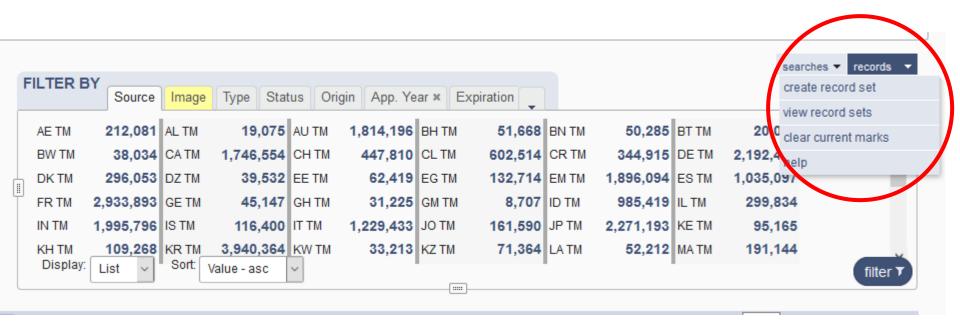




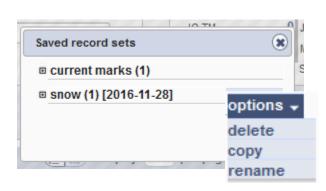
Menu: 5

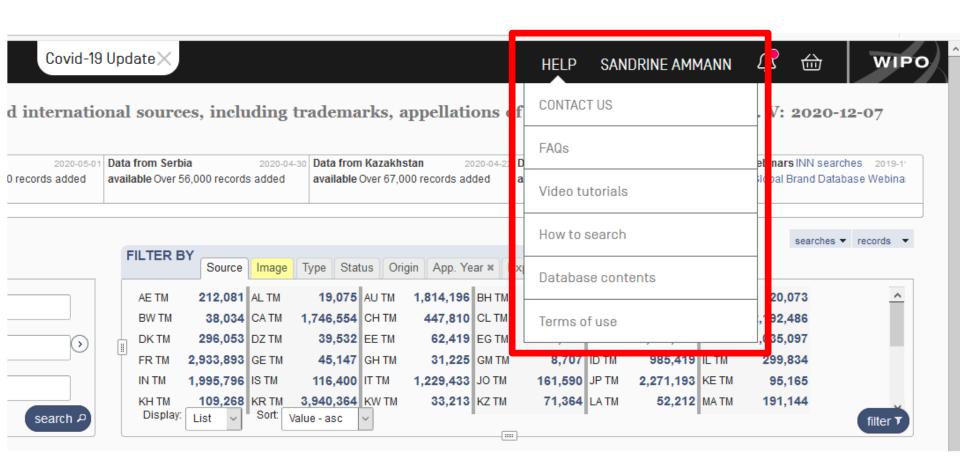




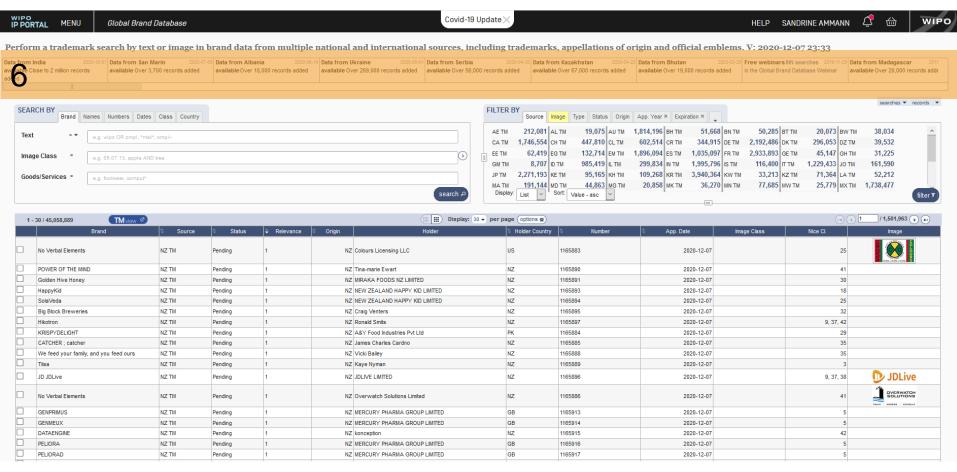






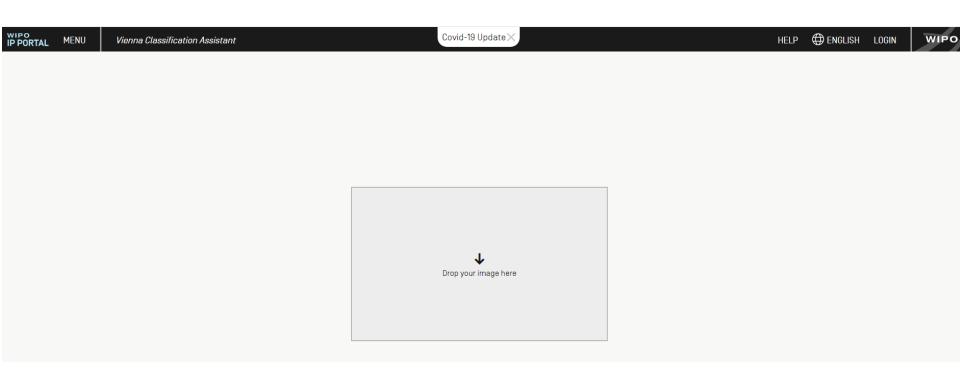


News: 6





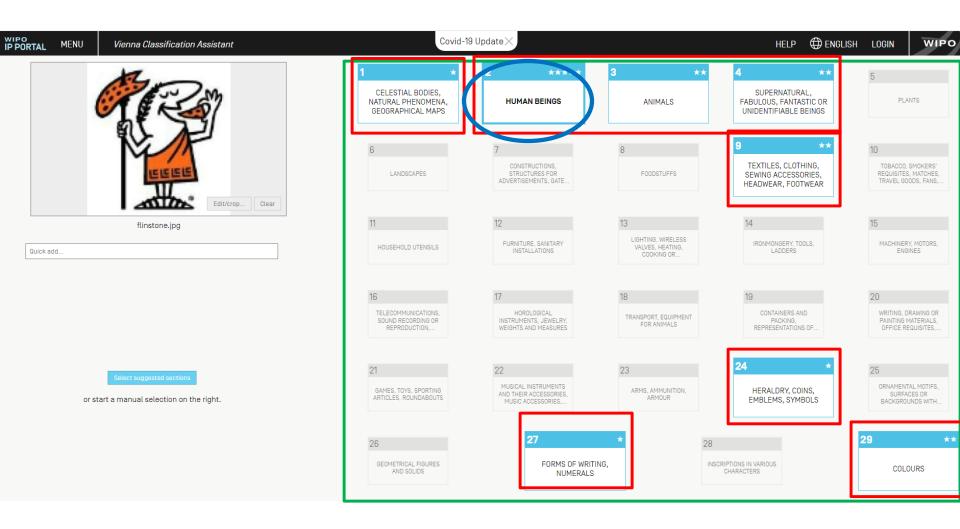
The Vienna Classification Assistant





Example







flinstone.jpg

uick add...

Select suggested sections

or start a manual selection on the right.

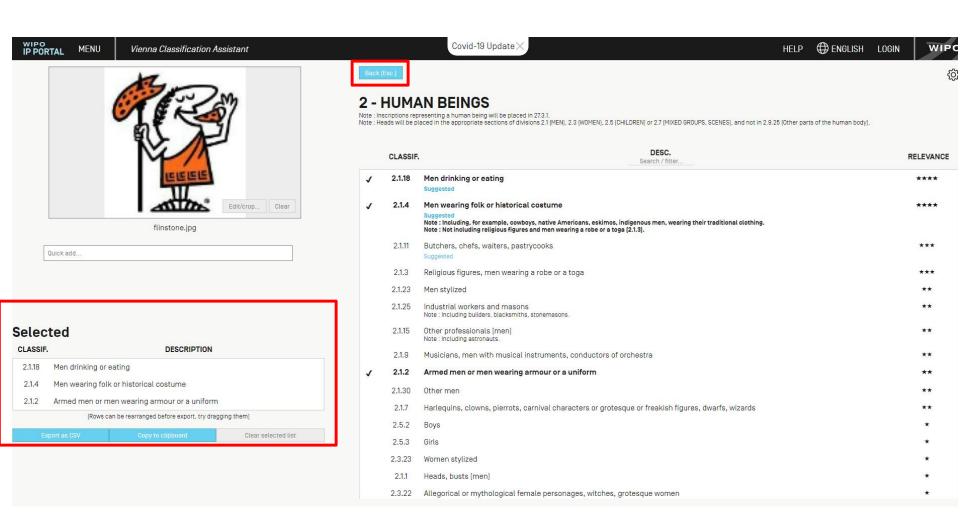
2.1.1

Heads, busts [men]

Allegorical or mythological female personages, witches, grotesque women

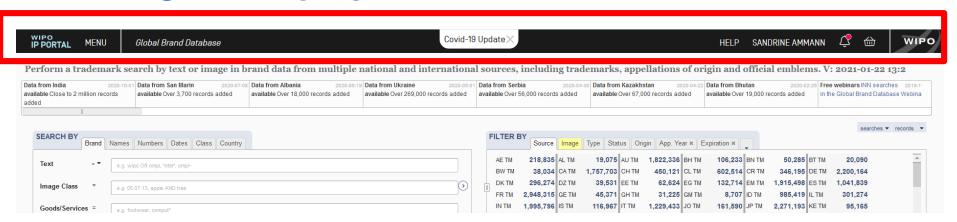
2 - HUMAN BEINGS Note: Inscriptions representing a human being will be placed in 27.3.1. Note: Heads will be placed in the appropriate sections of divisions 2.1 [MEN], 2.3 [WOMEN], 2.5 [CHILDREN] or 2.7 [MIXED GROUPS, SCENES], and not in 2.9.25 [Other parts of the human body]. DESC. CLASSIF. RELEVANCE Search / filter. 2.1.18 Men drinking or eating Suggested 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]. 2.1.11 Butchers, chefs, waiters, pastrycooks Suggested Religious figures, men wearing a robe or a toga 2.1.3 2.1.23 Men stylized 2.1.25 Industrial workers and masons Note: Including builders, blacksmiths, stonemasons. 2.1.15 Other professionals [men] Note: Including astronauts. 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 2.5.2 Boys 2.5.3 Girls 2.3.23 Women stylized

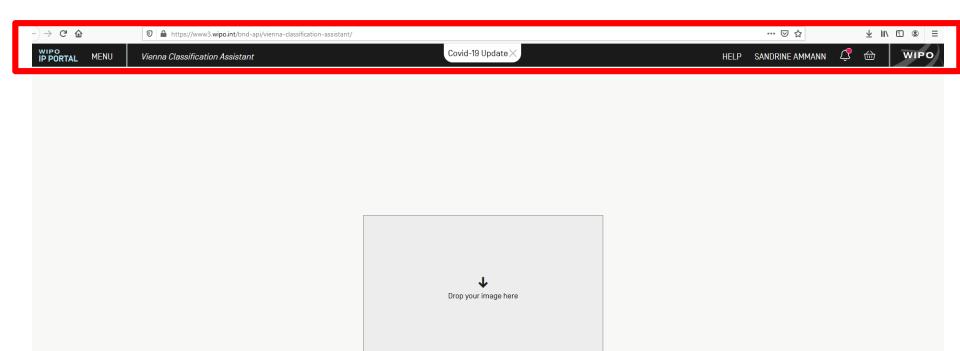






WIPO IP Portal





IP Portal survey

https://survey.alchemer.com/s3/6010232/WIPO-IP-Portal-Survey



Next webinar

Practical cases in the Global Brand Database

February 4th, 2020 at 8:00am CET

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



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.

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

Register for upcoming webinars

All webinars

Overview of the Global Brand Database

January 25, 2021 (English) 08:00 Geneva time

Online registration

Practical cases in the Global Brand Database

February 4, 2021 (English) 08:00 Geneva time

Online registration

The Brand Database: how to perform searches

March 4, 2021 (English) 17:30 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

Global Design Database: webinar

The Global Design Database: an overview

January 27 at 8:00am CET

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



Patent database webinar

PATENTSCOPE: translation tools

February 16 at 5:30 pm

February 18 at 8:30 am

https://www.wipo.int/patentscope/en/webinar/





ASK MORE GUESTIONS



