

Overview of the Global Brand Database

Sandrine Ammann
Marketing & Communications Officer

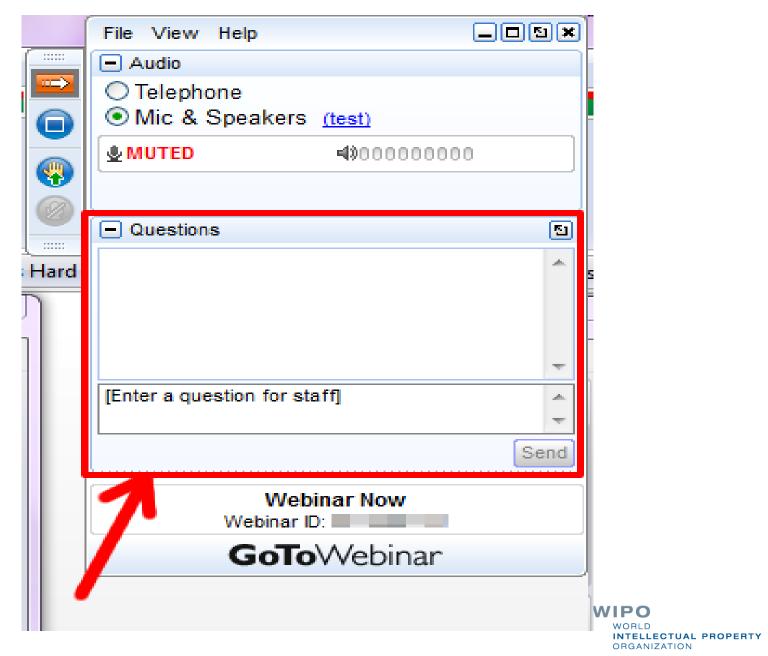
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Internet December 2020

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







Questions/concerns

gbd@wipo.int



Agenda

- Acces
- Coverage
- Interface:
 - Search features
 - Filter features
 - Results
 - Menus
- 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

91,870,582 international and national patent documents.

Global Brand Database

45,020,000 records of trademarks, appellations of origin and emblems from multiple national and international sources.

Global Design Database

13,190,000 industrial design registrations from the Hague System and participating national collections.

Artificial intelligence tools



Machine translation

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

mage search

Faster and easier means to establish the distinctiveness of a trademark in a target market.

Speech-to-text

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

Insight and analysis



IP Services yearly reviews

Comprehensive facts, figures and analysis.

Global Innovation Index

Detailed metrics on the innovation performance of over 131 countries and economies.

Technology Trends

Technological development tracking through innovation data analysis.

World IP Report

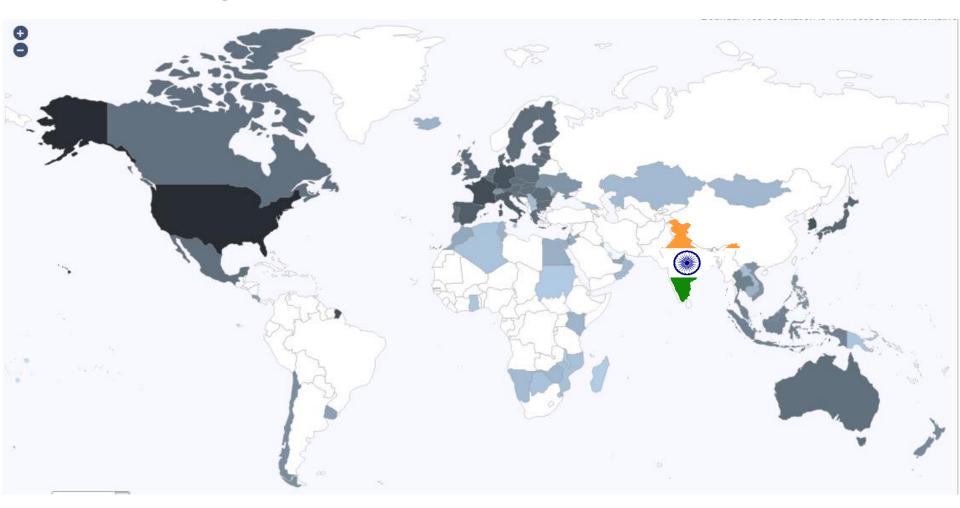
Encus on energific trends in an area of IP

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

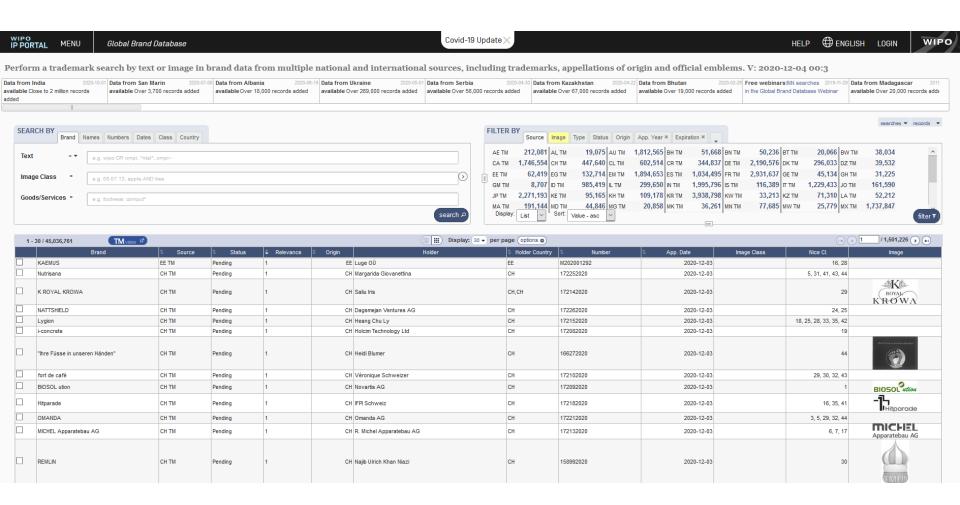


Coverage map





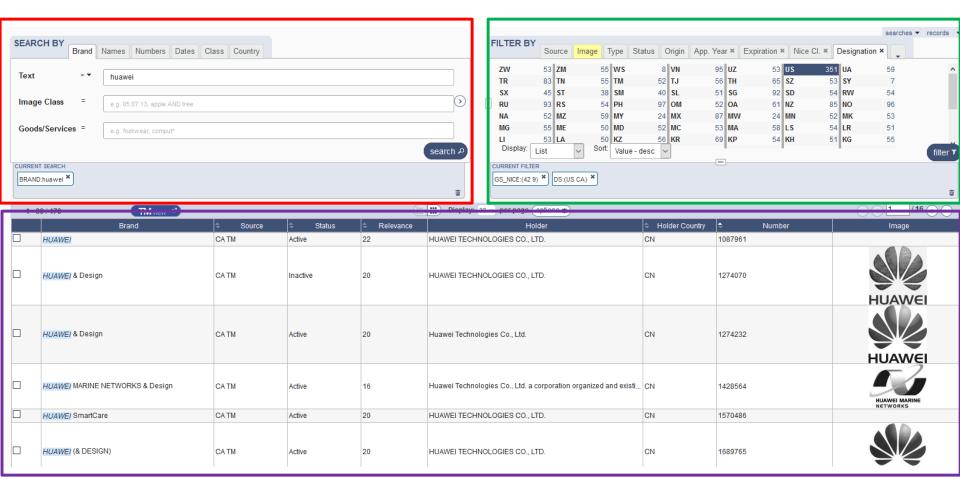
The Global Brand Database





search





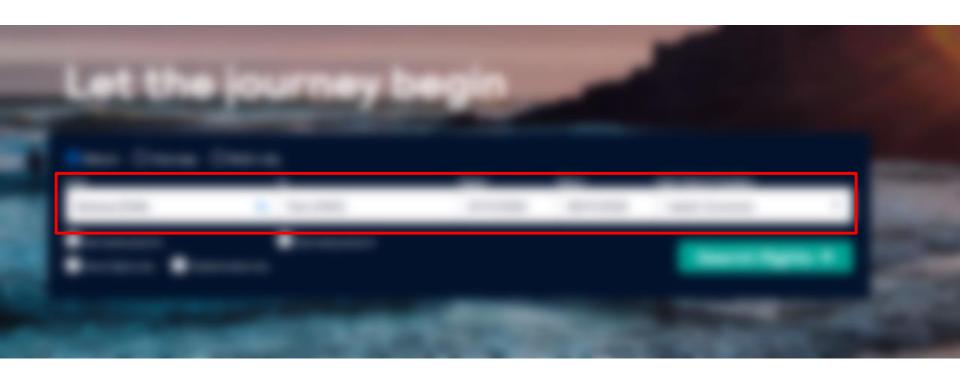
results



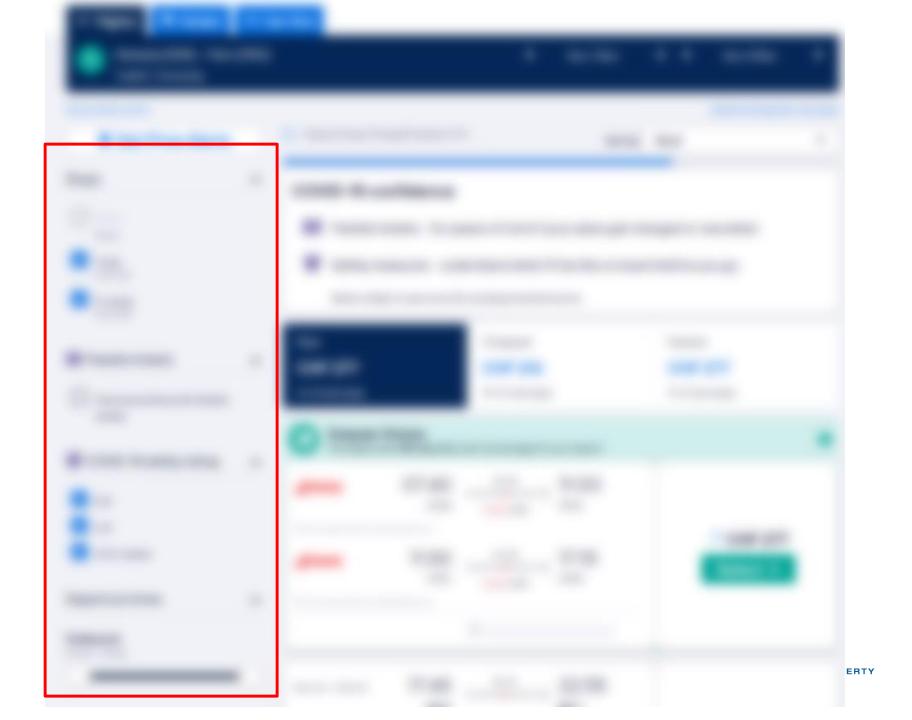


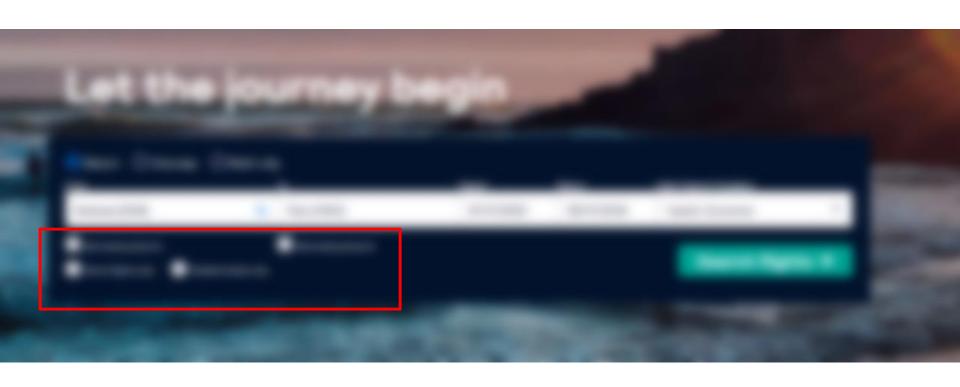
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How do we book?











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 Free webinars INN searches 2019 available Over 18,000 records added available Over 269,000 records added available Over 56,000 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) (1) 122 (p) (h) 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 CA TM 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 AU TM Active 14 894179 2001-11-06 9.39



VC.21.01, VC.27.05,

VC.29.01

2010-12-20

KH

KH3977510

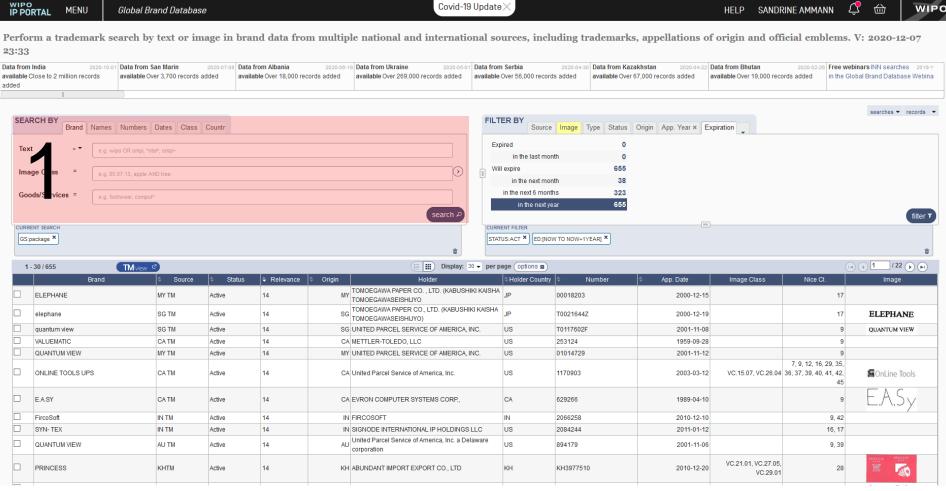
KH ABUNDANT IMPORT EXPORT CO., LTD

PRINCESS

KHTM

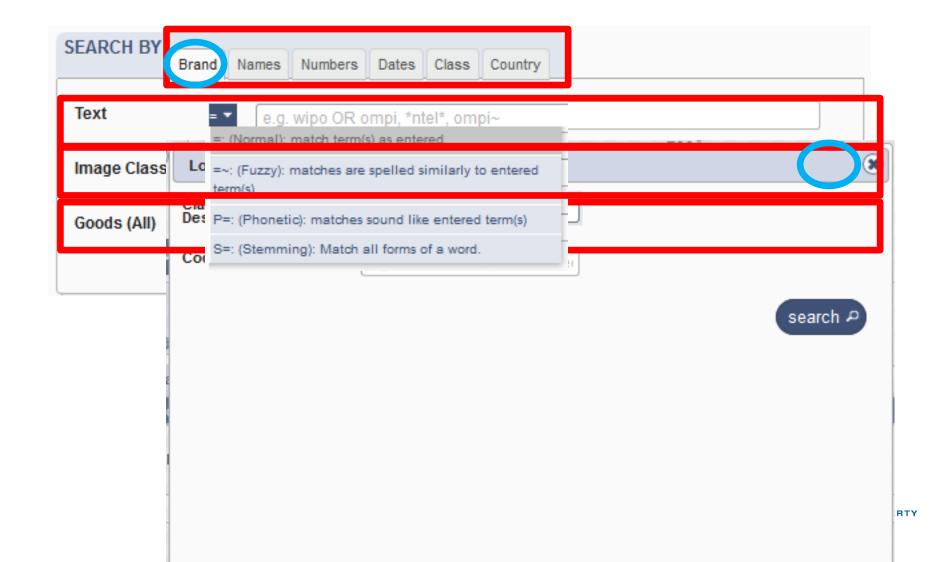
Active

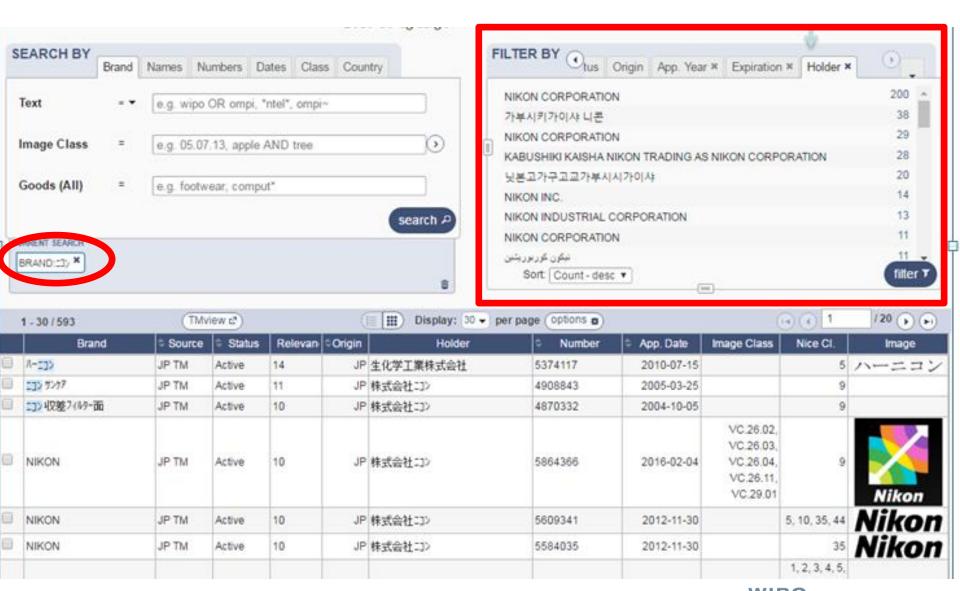
Search by: 1



Covid-19 Update X

Search by



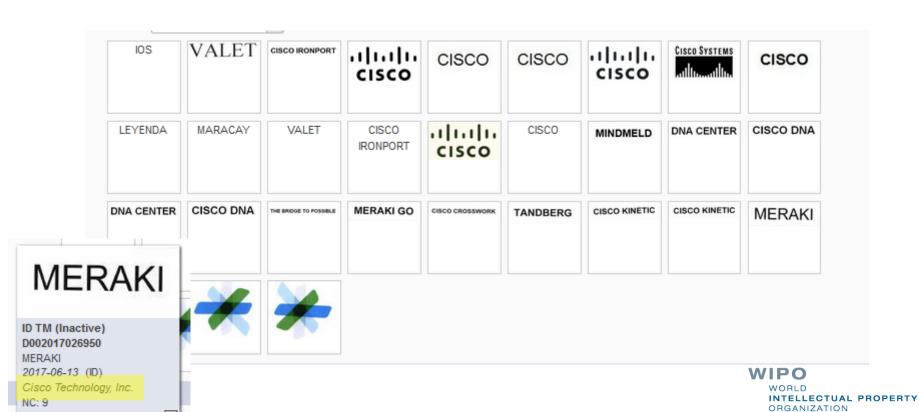


Search by Names

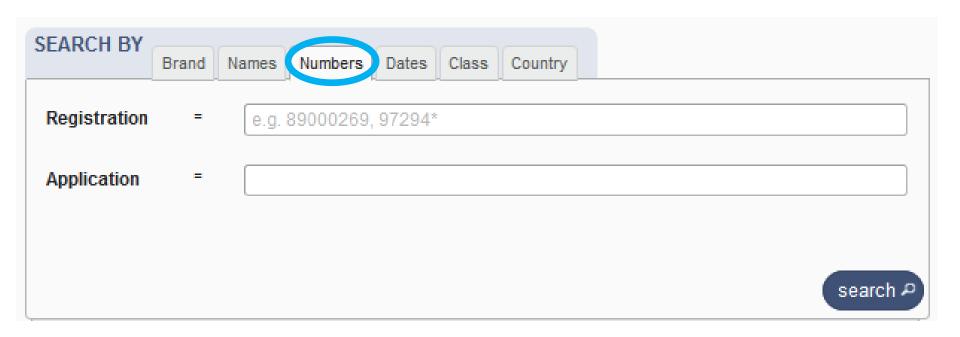








Search by Numbers



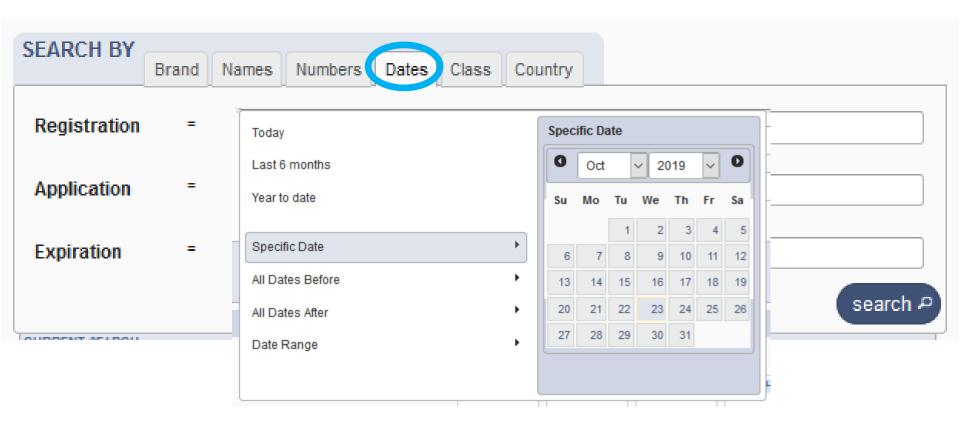




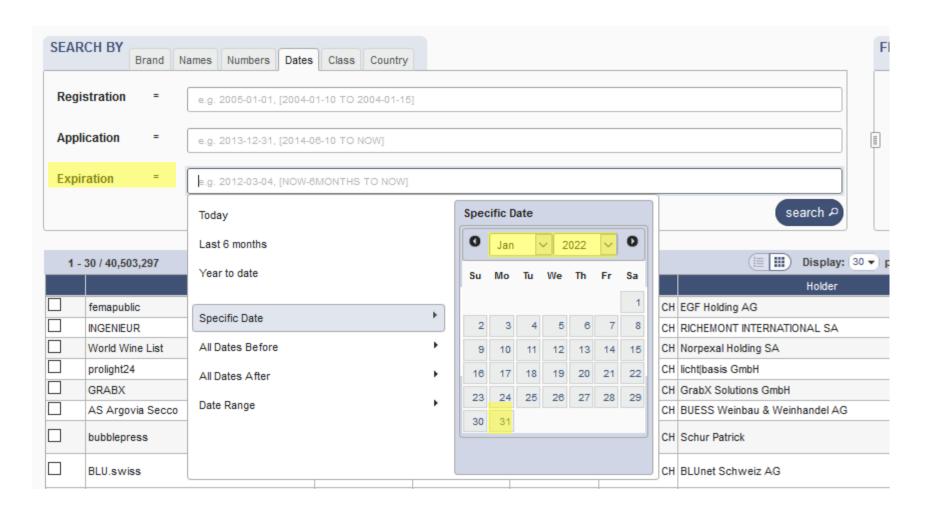
1-1/1 (Tildview €) (IIII) Display: 30 ▼ per page (options B)									[4] (1 1 1 b b)				
	Brand	Source	Status	Relevance	Origin	Holder		Number	\$	App. Date	Image Class	Nice CI.	lmage
	HAPPY NEW YEAR!	KR TM	Active	14	KR	(주)오리온홀딩스		402012000069259		2012-11-07	VC.01.01, VC.08.01, VC.09.07	30	SSIS
1-1/1 (iii) Display: 30 v per page (options to) (iii) 1/1 (ii) (iii)													
dr									download repo	ort PDF CSV XLSX HTML XM			



Search by Dates









4 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

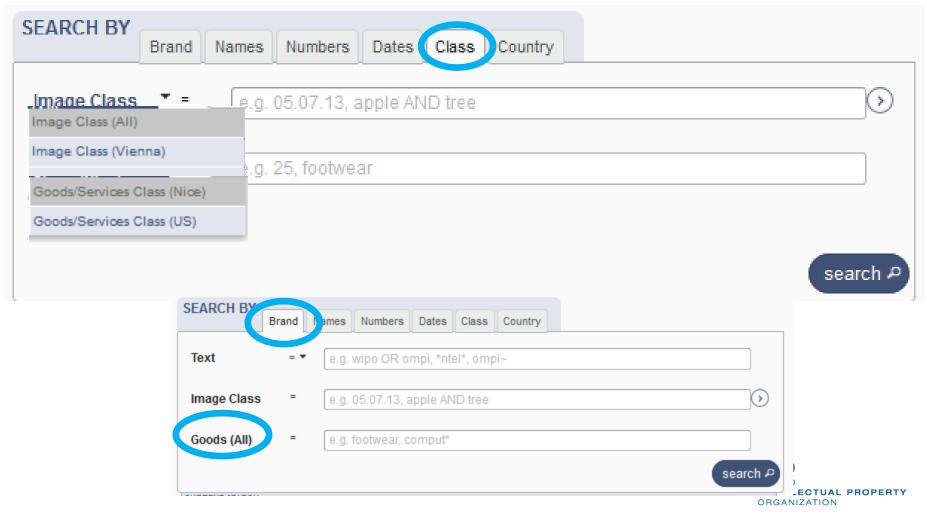
Level 10, 161 Collins Street Melbourne VIC 3000

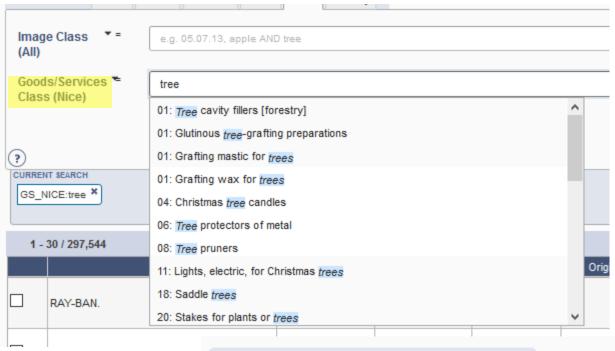
(511) The International Classification of Goods and Services for the Purposes of the Registration of Marks (Nice Classification) and the list of goods and services classified according thereto

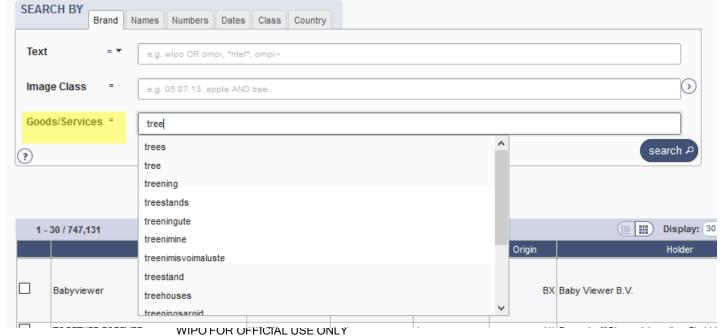
Electrical hair straighteners.



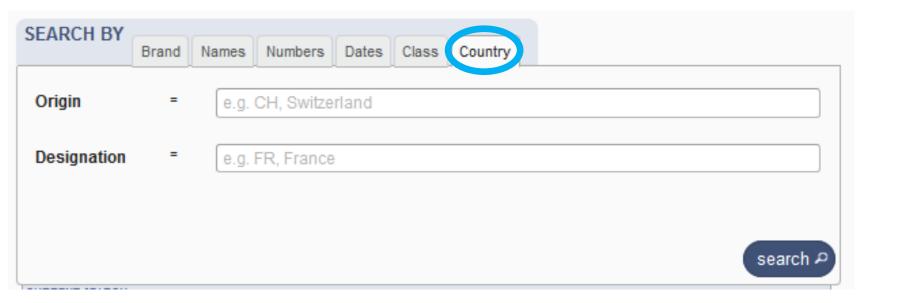
Search by Class



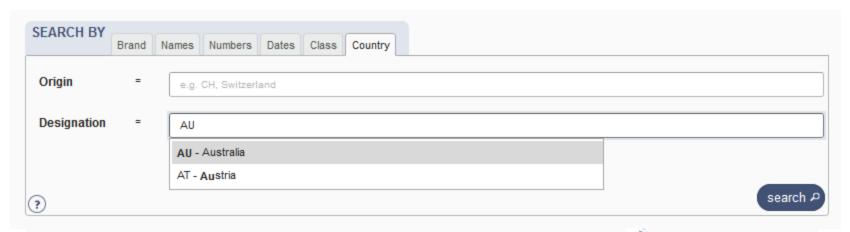


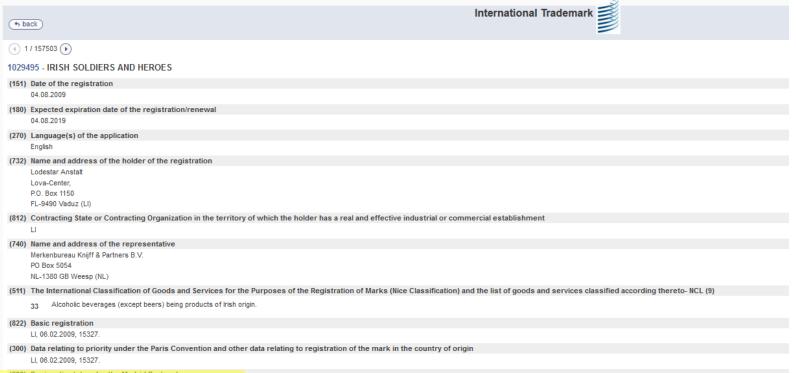


Search by Country









(832) Designation(s) under the Madrid Protocol
AU.

PROPERTY

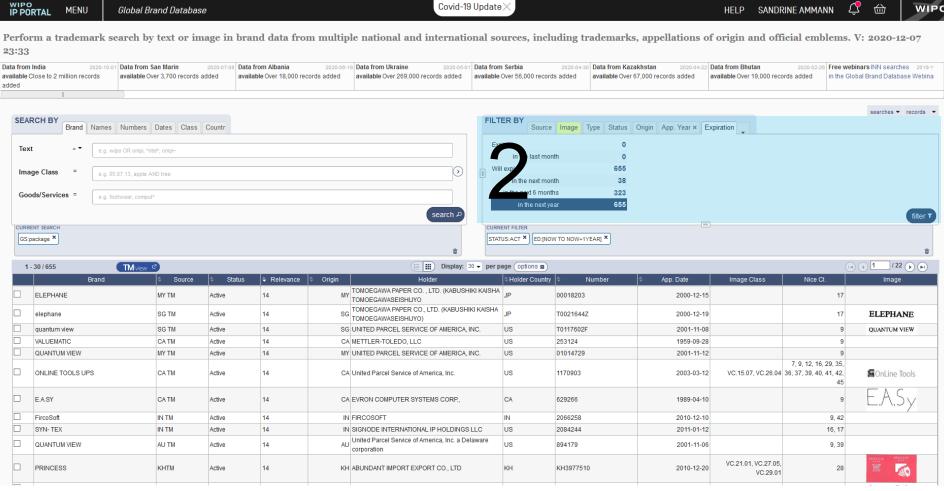
Terms, Operators, Wildcards, Auto-suggest

- 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



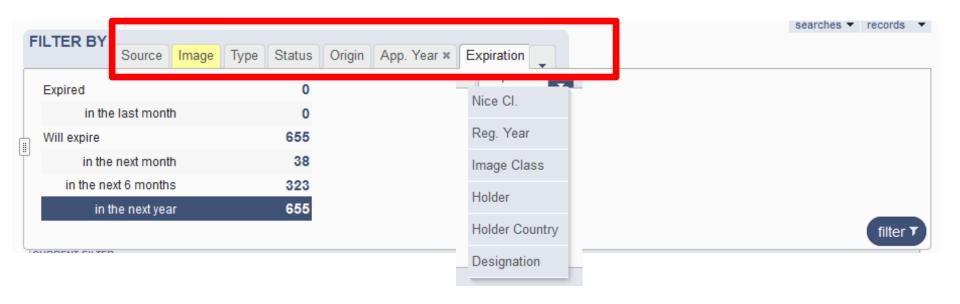
	Brand	Source		⇒Relevance ⇒ Origin					
	F.A.V.E. DRAGON FRUIT JUICE	US TM	Inactive	1	US	GREEN RICE F			
	FRUIT 'N' JUICE	US TM	Inactive	1	US	Park Lane Con			
	FRUIT-N-JUICE	US TM	Inactive	1	US	Nabisco Holdin			
	FRUIT 'N JUICE	US TM	Active	1	US	DOLE PACKAC			
Cu	AMAZONIC FRUIT JUICE NATURAL & EXOTIC	USTM	Inactive	1	US	Opal Export A.	(m)		
	AU'SOME <i>FRUIT JUICE</i> FLIPS FRUIT SNACKS	US TM	Inactive	1	US	Au'some, Inc.			1 / 65 🕟 ы Image
	AU'SOME FRUIT JUICE STIKS FRUIT SNACKS	USTM	Inactive	1	US	Au'some, Inc.		31	
	AU'SOME FRUIT JUICE NUGGETS FRUIT SNACKS	USTM	Active	1	US	Au'some, Inc.	()	31	
	AU'SOME FRUIT JUICE STRING FRUIT SNACKS SOUR	US TM	Inactive	1	US	Au'some, Inc.		28	
	FRUITCHOICE WITH 50 % PURE & NATURAL FRUIT JUICE	US TM	Pending	1	US	Fruit Choice LL	search A	20	Nick®Noel TOASTY PAWS
	MADE WITH REAL FRUIT JUICE 100% DV VITAMIN C	US TM	Inactive	1	US	General Mills, I	VC.03.01, VC.18.02, VC.02.09, VC.26.01, VC.25.12	3, 16, 31	
	TROPICANA FARMSTAND 100% FRUIT & VEGETABLE JUICE	USTM	Active	1	US	Tropicana Prod			
	WILDE 100% PURE NATURAL FRUIT JUICE PURE PRESSED & SQUEEZED GOODNESS	US TM	Inactive	1	US	Pacmar (Propr	WIPO WORLD INTELLECTUAL PROPERT ORGANIZATION		PROPERTY

Filter by: 2



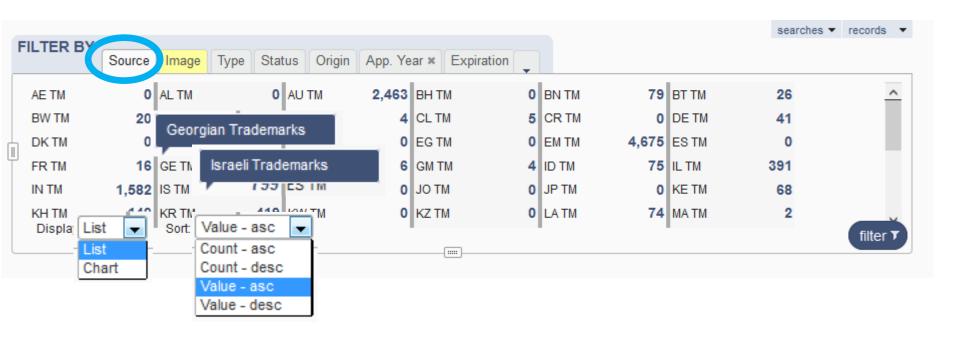
Covid-19 Update X

Filter by





Filter by: Source





Selected collections

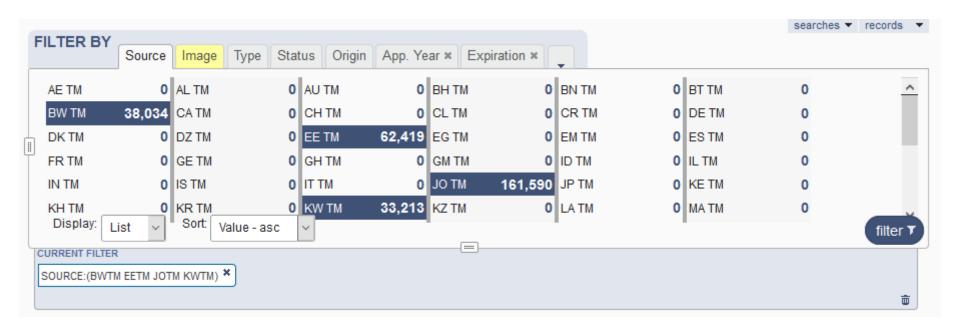
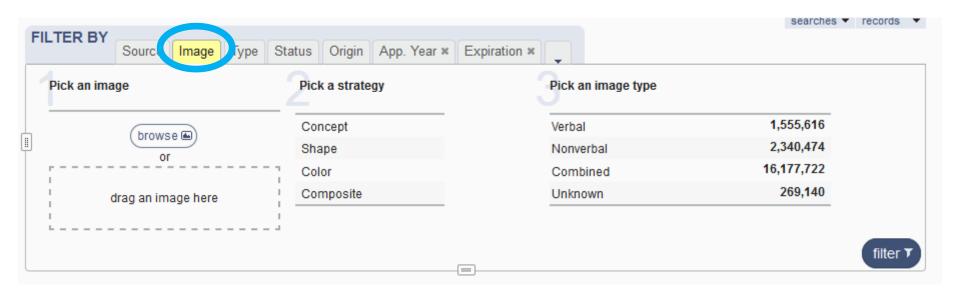




Image search: 2 options



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

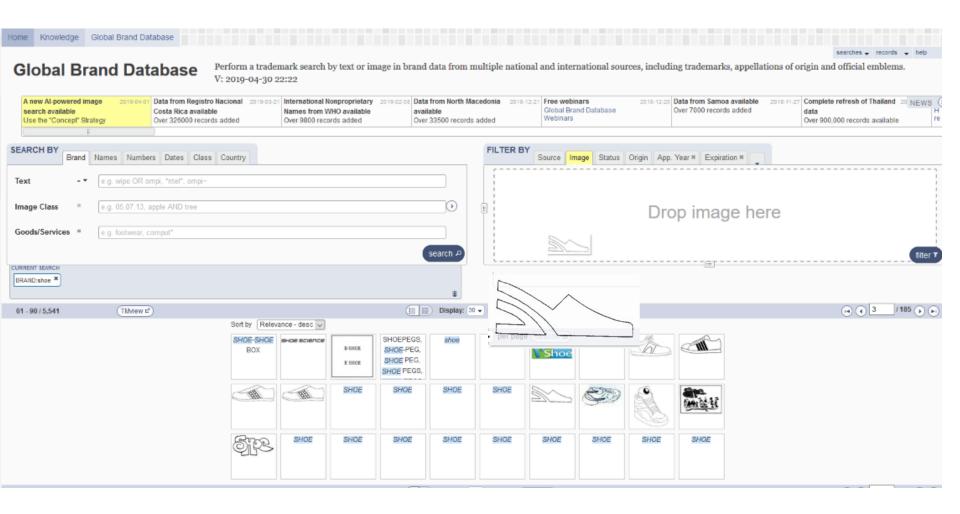


Image = search term





Filter results by image: drag



Filter results by image: browse

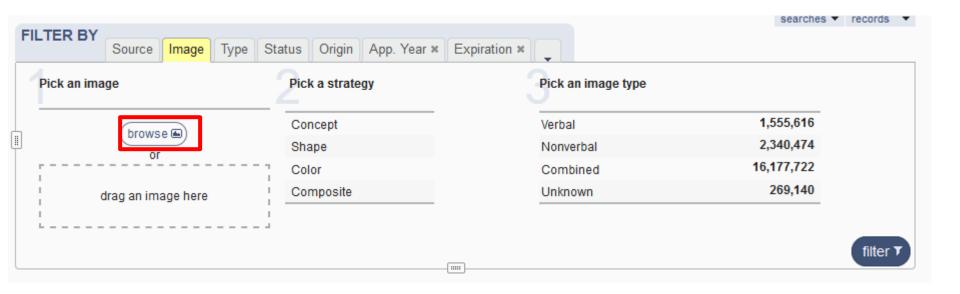
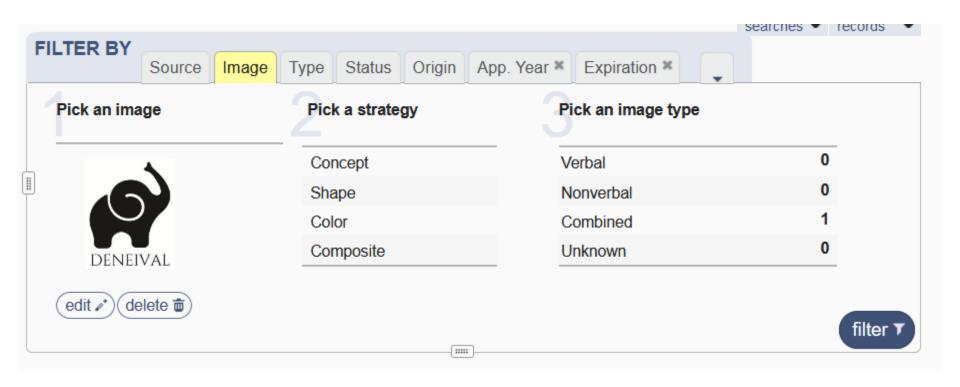


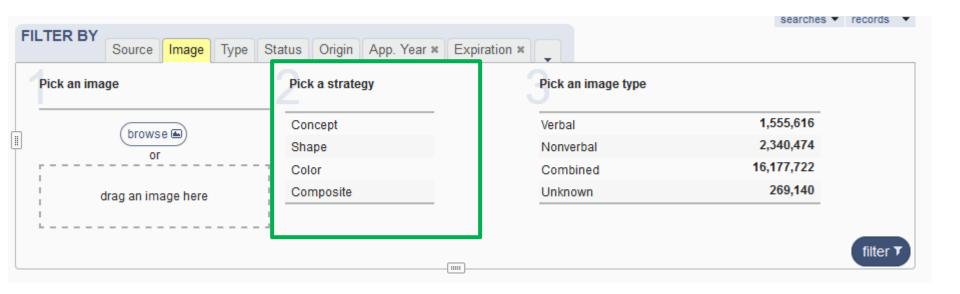


Image: edit





Step 2: strategies





Concept: abstract idea





Strategy: shape

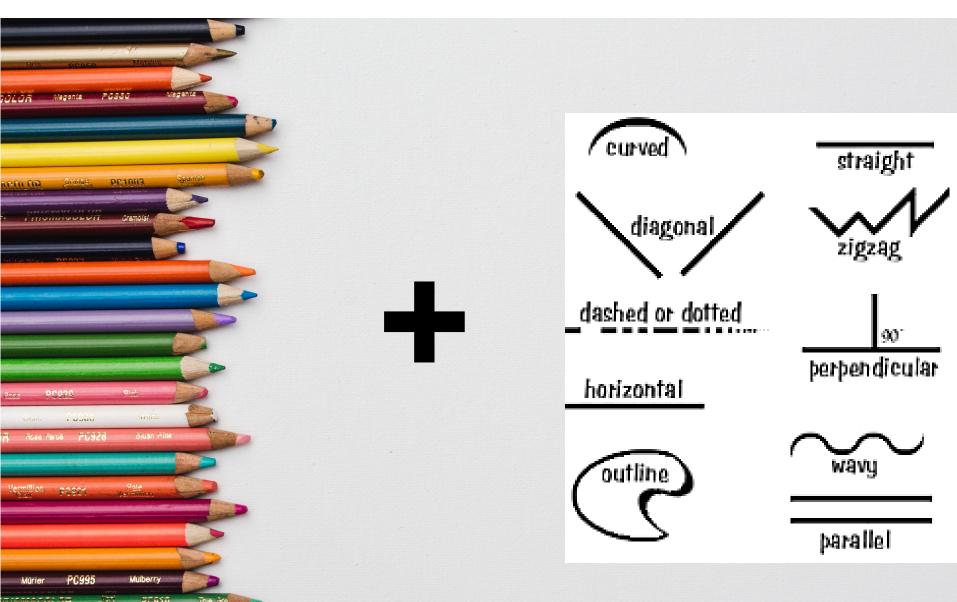


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ORGANIZATION

Strategy: color



Strategy: composite



Step 3 (optional): image type

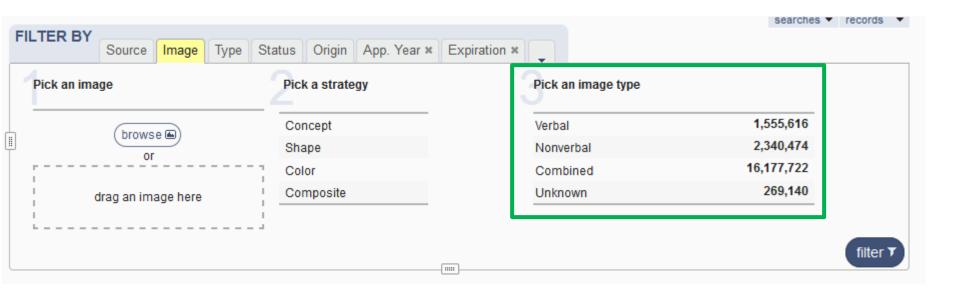




Image type: verbal

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

Image type: non verbal

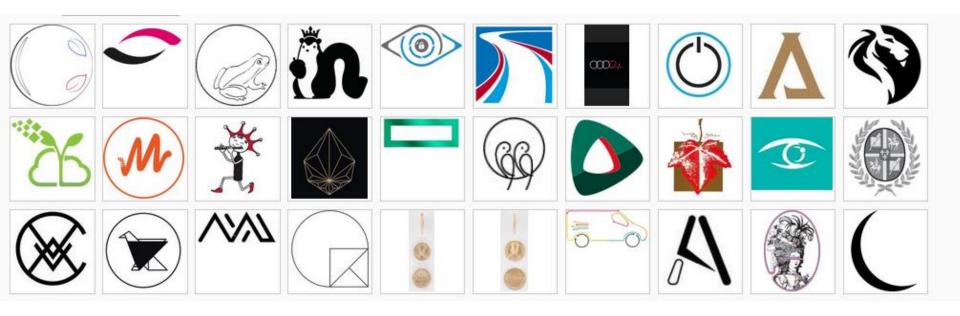


Image type: combined



























































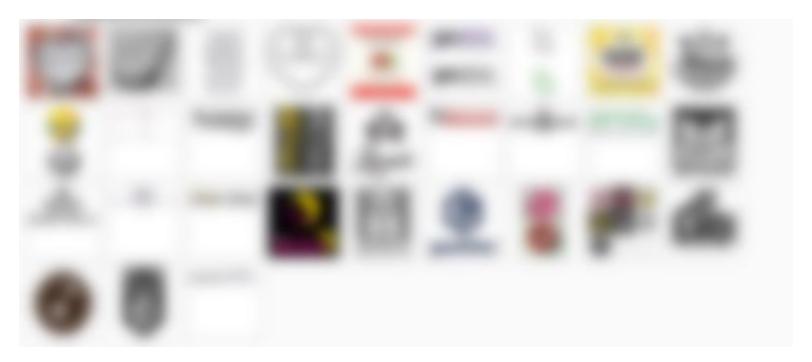
Image type: unknown





Strategy: Shape

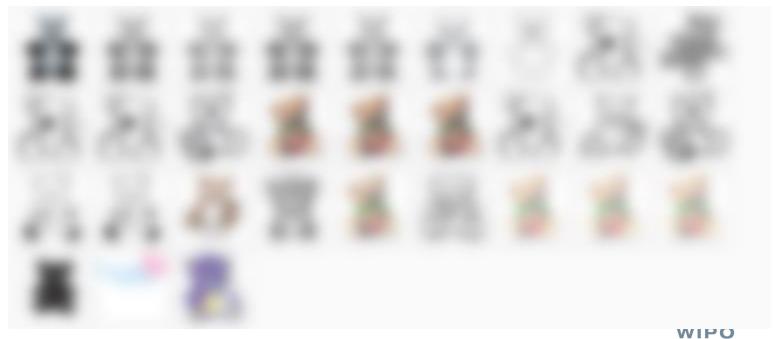






Strategy: concept

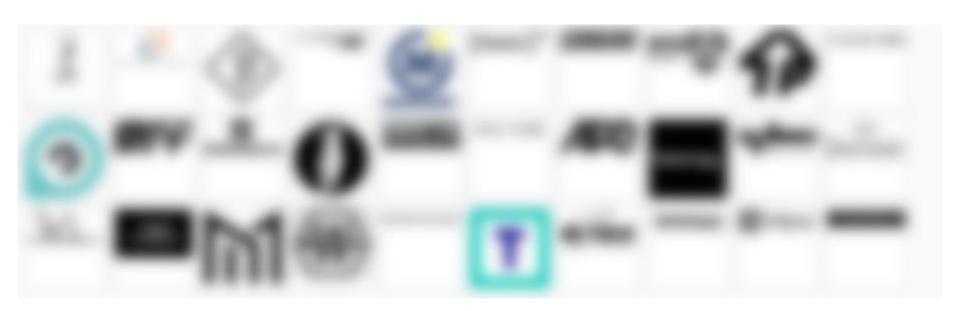




WORLD INTELLECTUAL PROPERTY ORGANIZATION

Strategy: Shape







Strategy: concept

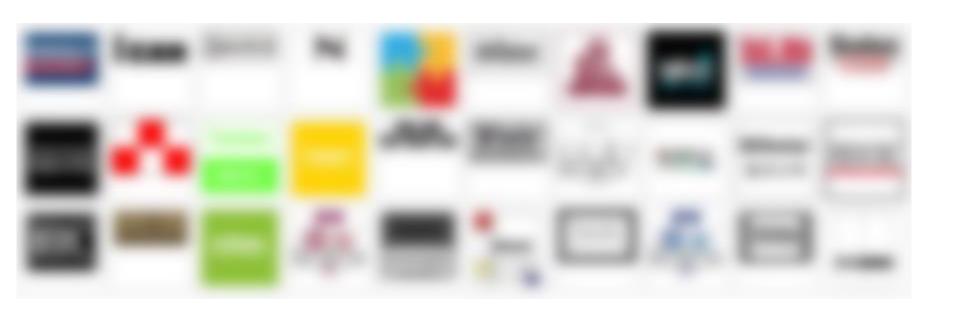






Strategy: Shape

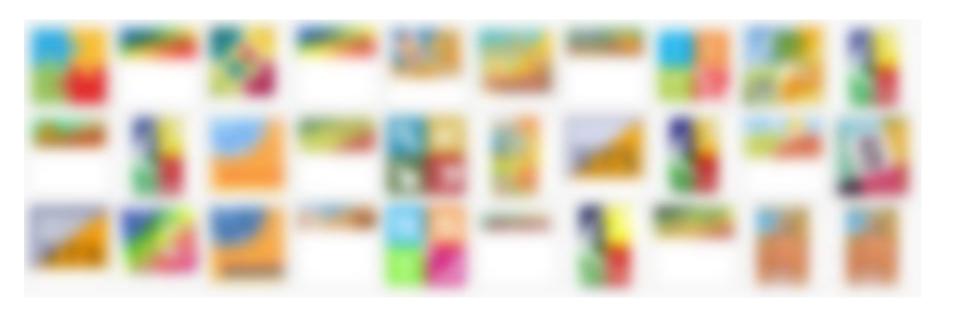






Strategy: Color







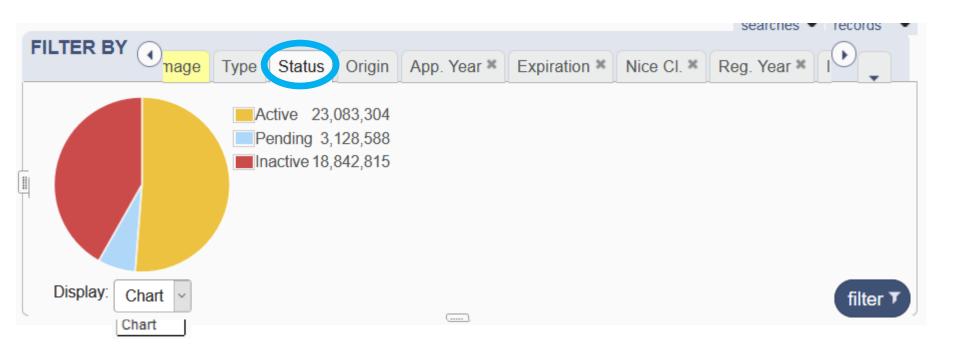
Strategy: concept





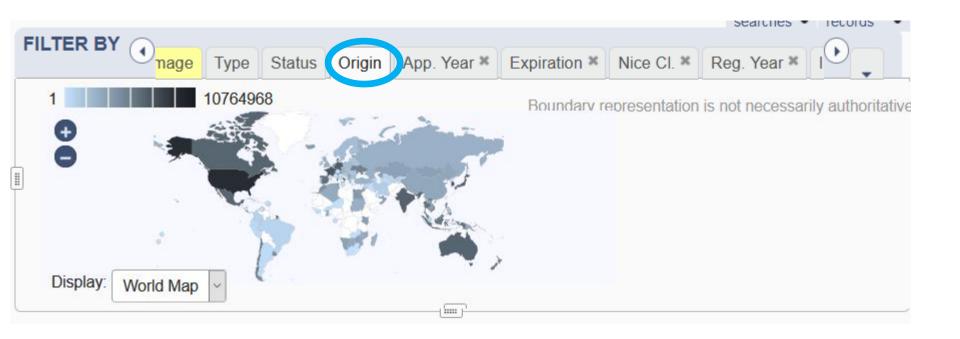


Filter by: Status



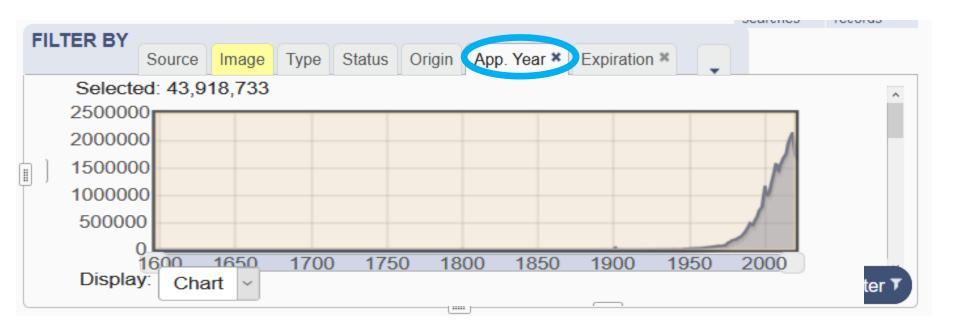


Filter by: Origin





Filter by: Application Year



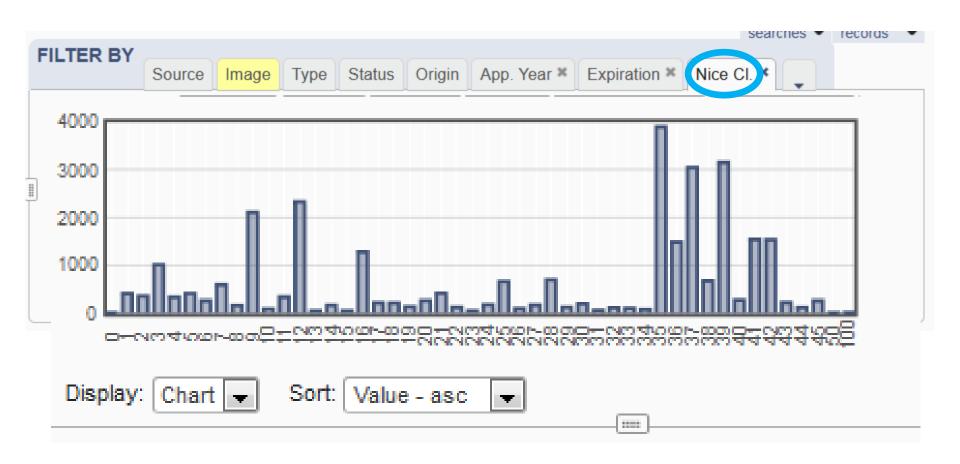


Filter by: Expiration

F	ILTER BY Sour	rce Image	Type Status	Origin App. Yea	r × Expiration >	Scarciles	iccolus •
	Expired		15,566,559				
	in the last i	month	105,348				
	Will expire		13,451,205				
	in the next i	month	76,646				
	in the next 6 m	nonths	553,447				
	in the nex	t year	1,159,180				
							filter *



Filter by: Nice Classification



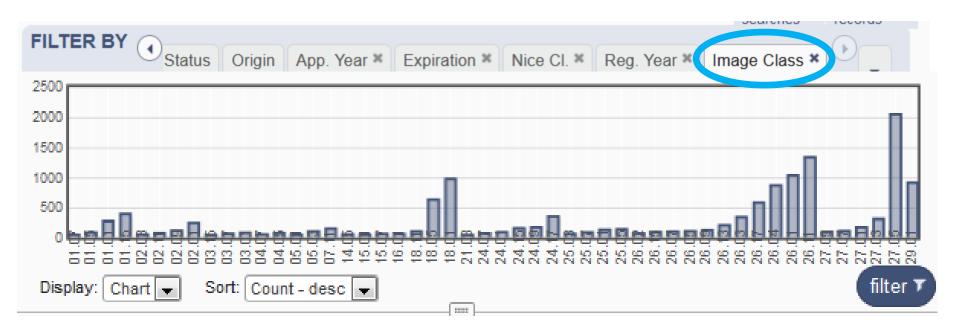


Filter by: Registration year





Filter by: Image classification



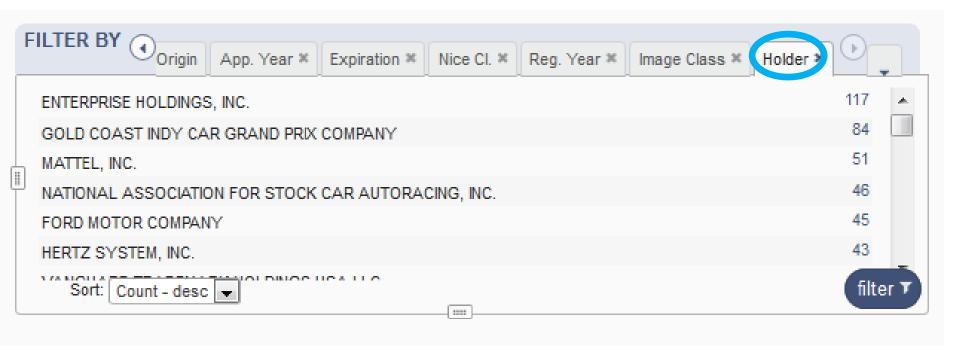


Filter by: Designation

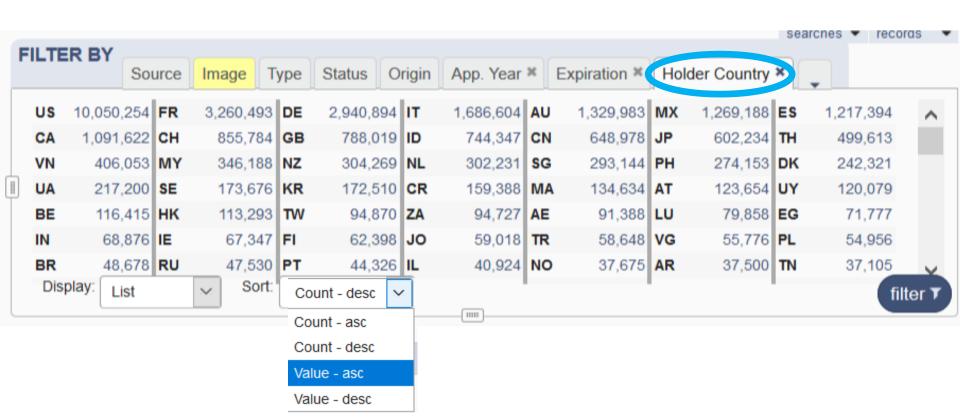




Filter by: Holder



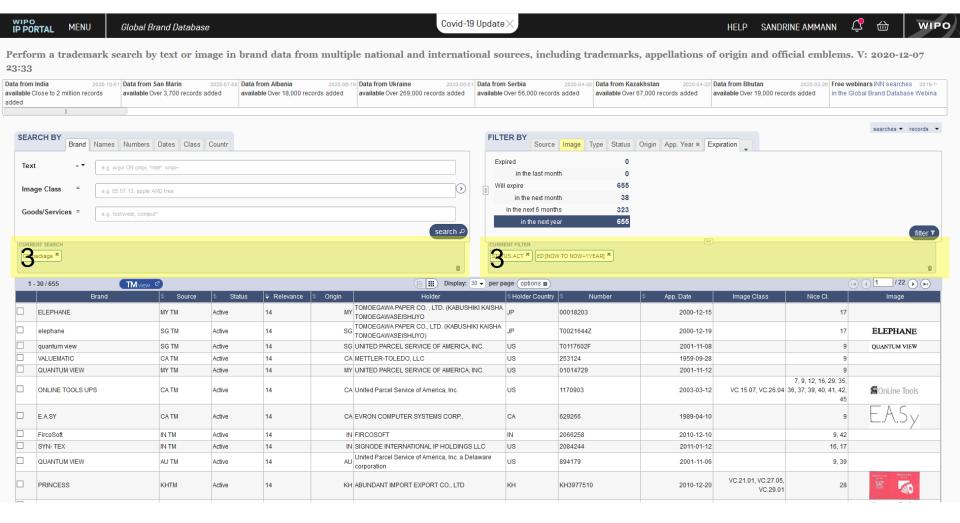




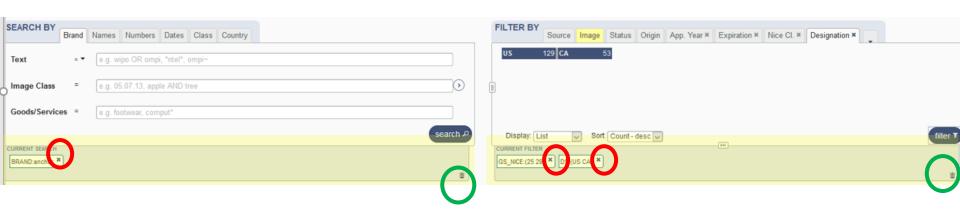
FILTE	R RY															
		urce	Image	Туре	Status	Origin	App. Year	ж	Expiration ×	Hol	der Country	×				
AD	1,662	AE	91,38	8 AF	1.3	71 AG	892	AI	650	AL	700	AM	1,895	AN	5.030	
AO	272		37,50				123,654						419		1,123	
BB	9,764		68					BG			4,992			ВМ	18,864	
BN	10,082		37		-		9,756				2,398		1,392		4,142	
BZ	2,402	CA	1,091,62	2 CB		57 CC	39	CD	184	CE.	206	CF	53	CG	88	
СН	855,784	CI	41	8 CK	5.	29 CL	21,204	СМ	288	CN	648,978	со	20,129	CR	159,388	
CS	1,265	CU	4,40	2 CV		44 CW	1,957	CY	25,721	CZ	30,842	DD	3,395	DE	2,940,894	
DK	242,321	DL	18	2 DM	2	68 DO	3,807	DT	442	DZ	22,028	EA	57	EC	2,699	
EE	35,661	EG	71,77	7 EK	1	15 EM	1,480	EN	3,490	EO	52	ES	1,217,394	ET	364	
EU	137	FI	62,39	8 FJ	6	75 FO	198	FR	3,260,493	GA	86	GB	788,019	GBR	50	
GD	70	GE	19,57	4 GG	1,48	86 GH	4,879	GI	4,656	GL	259	GM	484	GN	97	
GP	97	GQ	3	9 GR	19,9	03 GT	9,684	GU	445	GY	373	HK	113,293	HN	2,970	
HR	8,572	нт	40	2 HU	19,3	00 IC	115	ID	744,347	IE	67,347	IL	40,924	IM	3,460	
IN	68,876	10	95	8 IQ	4:	28 IR	3,451	IS	6,859	IT	1,686,604	JC	45	JE	2,740	
JM	2,294	JO	59,01	8 JP	602,2	34 KE	35,513	KG	126	кн	21,722	KN	1,070	ко	170	
KP	3,558	KR	172,51	0 KS	4	44 KW	19,110	KY	28,167	KY1	131	KYY	53	KZ	32,712	
LA	2,892	LB	8,34	0 LC	6	13 LI	23,268	LK	3,076	LR	840	LT	6,380	LU	79,858	
LV	5,506	LY	28	6 MA	134,6	34 MC	10,564	MD	27,637	ME	356	MG	10,353	МН	682	
MK	17,472	ML	6	9 MN	1 10	62 MN	15,494	МО	1,099	MP	146	MQ	100	MR	786	
MT	12,749	MU	11,47	2 MV		68 MW	4,455	MX	1,269,188	MY	346,188	MZ	12,949	NA	3,877	
NC	100	ND	5	6 NE	1	59 NG	1,276	NI	1,139	NL	302,231	NN	47	NO	37,675	
NP	160	NS	3	6 NZ	304,2	69 OM	12,503	00	336	PA	23,530	PE	5,588	PF	300	
PG	4,316	PH	274,15	3 PK	3,50	60 PL	54,956	PR	9,841	PS	858	PT	44,326	PY	1,430	
QA	7,111	RC	35	1 RE	18	85 RH	1,286	RO	12,165	RS	27,178	RU	47,530	RW	51	
SA	20,983	SB	5	2 SC	2,6	14 SD	4,793	SE	173,676	SG	293,144	SH	391	SI	12,307	
SK	8,750		10	4 SM	1,2	17 SN	329	so	52	SR	172	SU	803	SV	5,491	
SX	73	SY	3,56	6 SZ	1,5	51 TC	1,001	TG	167	TH	499,613	TN	37,105	то	176	
TR	58,648	TS	6	9 TT	1,1	07 TW	94,870	TZ	495	UA	217,200	UC	39	UG	322	
UK	28,815	UM	7	0 US	10,050,2	54 UY	120,079	UZ	302	VA	75	vc	219	VE	5,691	
VG	55,776	VI	3,96	2 VM	;	36 VN	406,053	VU	384	wo	37	ws	1,670	ХО	462	
XP	16,492	XX	9,92	6 YE	9	38 YI	259	YU	6,319	ZA	94,727	ZB	587	ZM	386	
ZW	15,147	ZZ	36,56	6												

	REY	Source	mage	Type Statu	us Origin	App. Yea	r × Expira	ation ≋ Ho	older Country	×		
AE	ГМ	6,707	AU TM	33,534	вн тм	454	BN TM	2,198	BT TM	2,433	BW TM	1,095
CA	TM	19,197	CH TM	2,462	CL TM	0	CR TM	1,726	DE TM	11,171	DK TM	606
DZ '	ГМ	885	EE TM	99	EG TM	1,548	EM TM	61,880	ES TM	1,368	FR TM	8,911
GE	TM	320	GH TM	485	GM TM	330	ID TM	19,509	IL TM	0	IS TM	3,263
IT T	M	0	JO TM	1,893	JP TM	0	KE TM	2,875	KH TM	9,267	KR TM	0
KW	TM	610	KZ TM	1,352	LA TM	5,359	MA TM	910	MD TM	208	MG TM	727
MK	TM	149	MN TM	6,716	MW TM	323	MX TM	8,746	MY TM	26,414	MZ TM	2,099
NA	ΓM	1,492	NZ TM	7,128	OM TM	907	PG TM	903	PH TM	16,793	RS TM	340
SG	TM	24,515	SD TM	427	SZ TM	1,176	TH TM	6,078	TN TM	1,800	то тм	147
UA	ГМ	1,250	US TM	276,622	UY TM	1,797	VN TM	9,922	WS TM	303	ZW TM	828
WO	AO (LIS)	0	WO TM	48,701	WO 6TER	20	WHO INN	0				

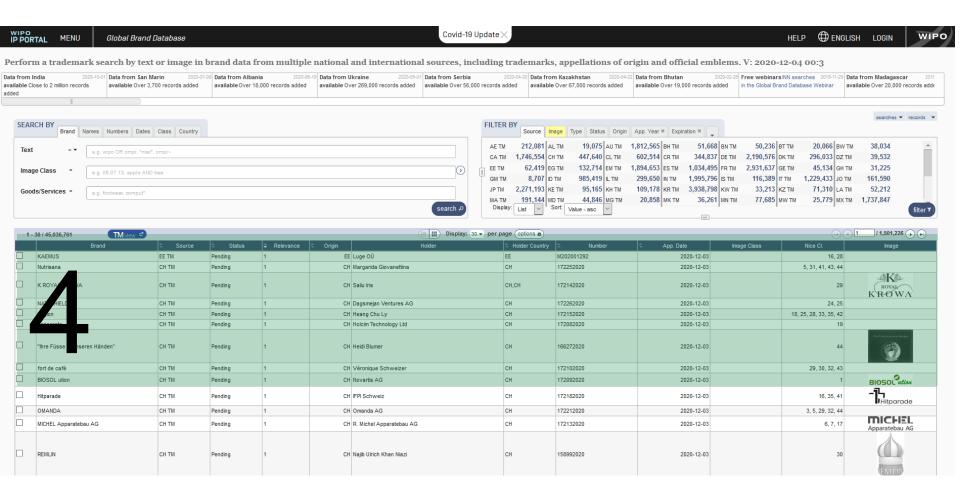
Current search: 3







Search results: 4



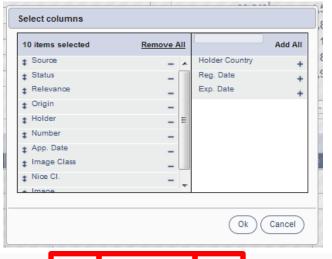


Result area: pager & list





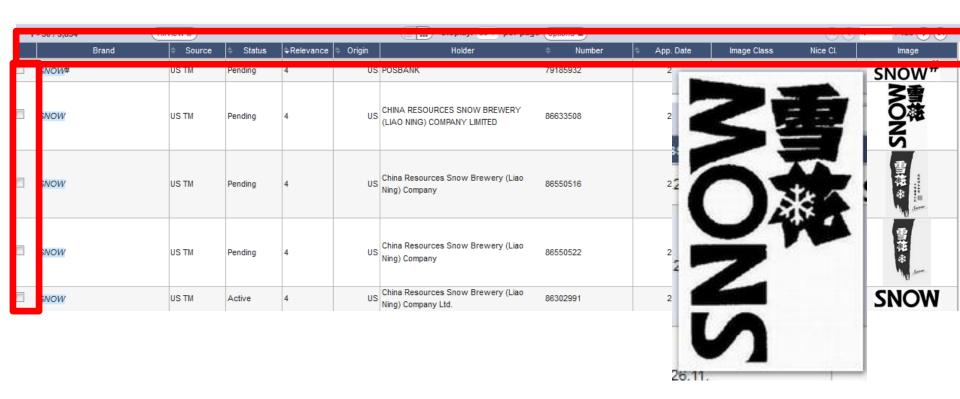
Pager





PROPERTY

Record list – list format



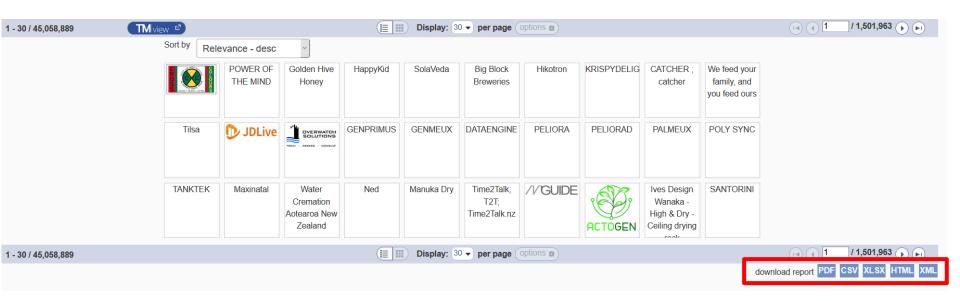


Record list – grid format



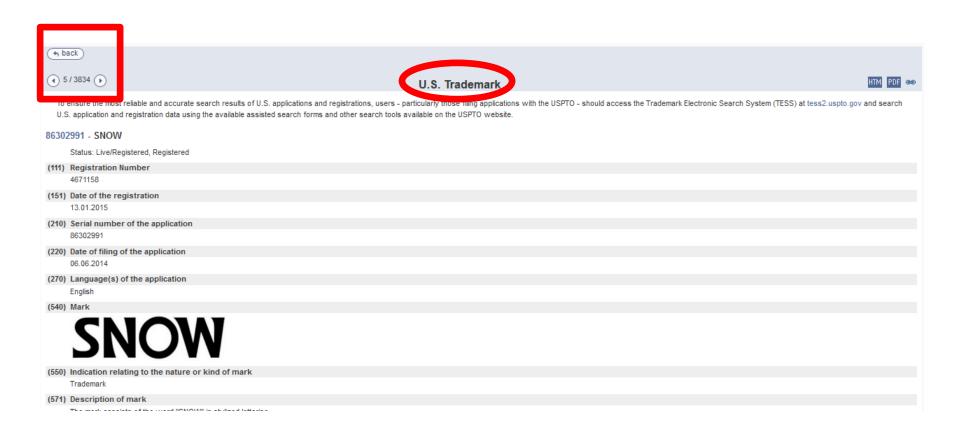


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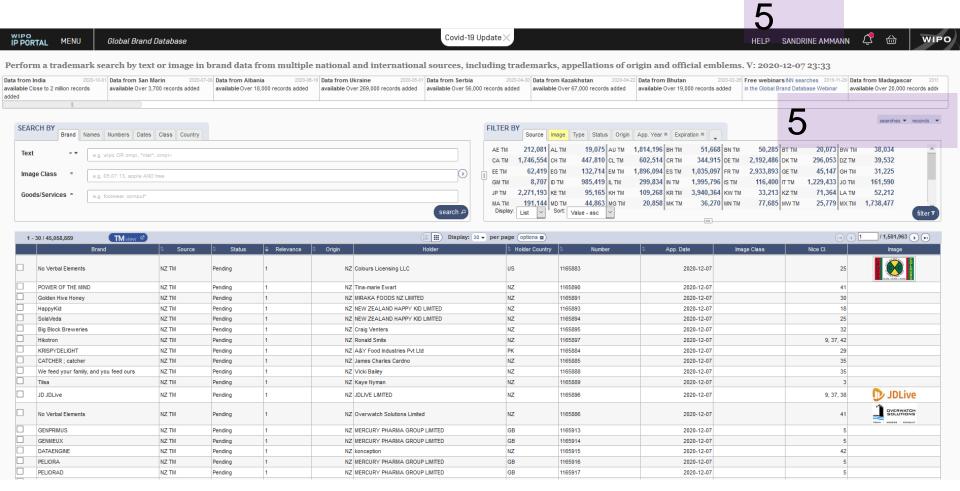


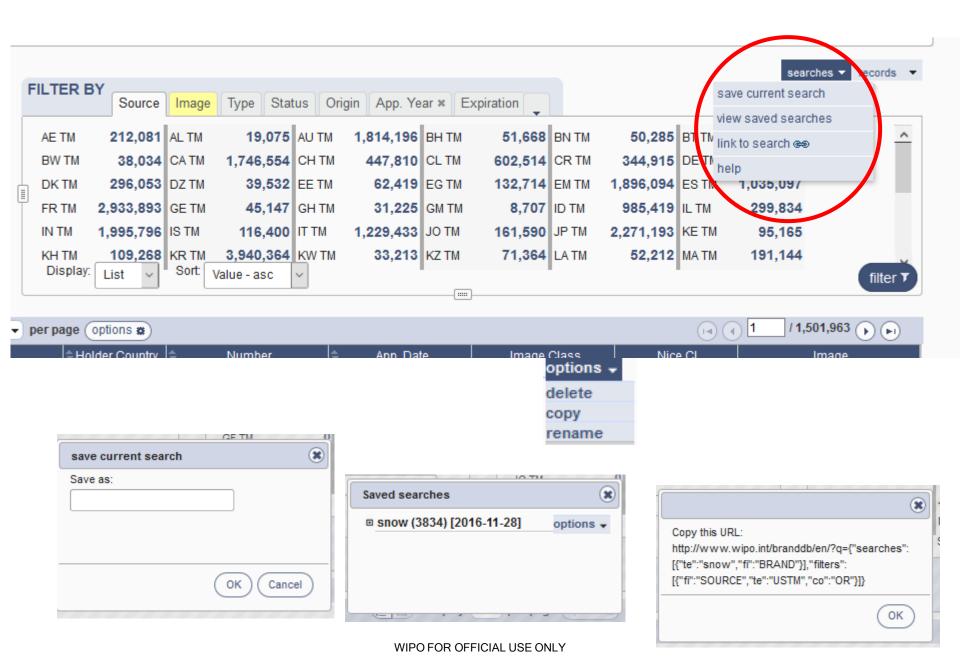


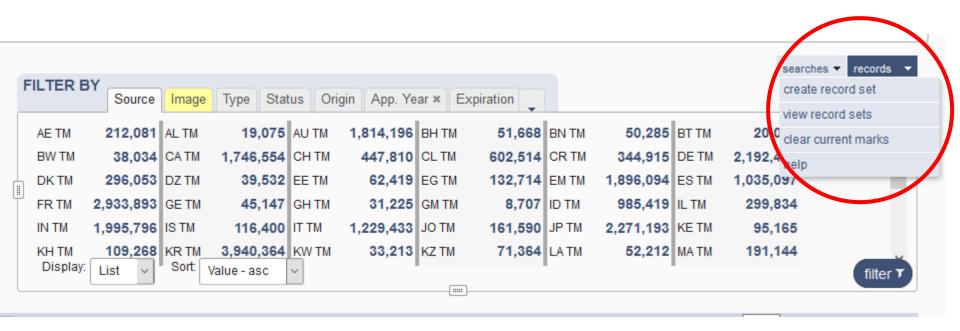
Record view



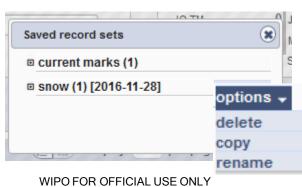
Menu: 5

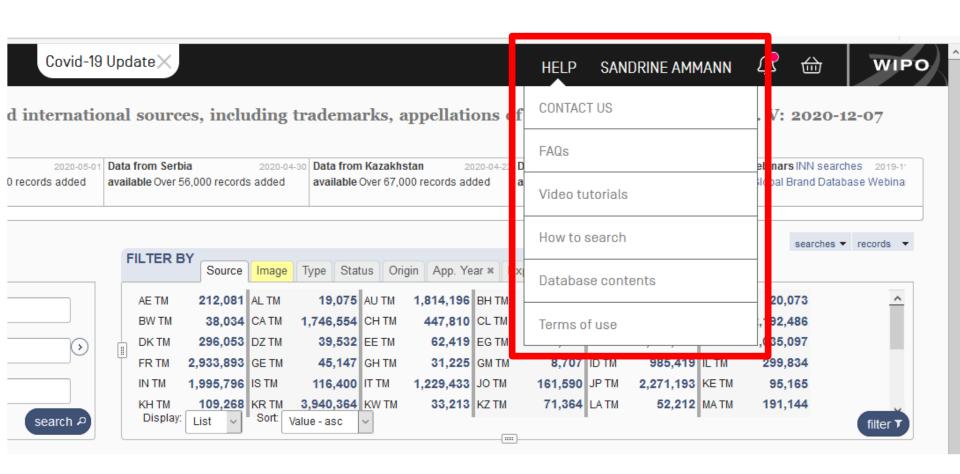




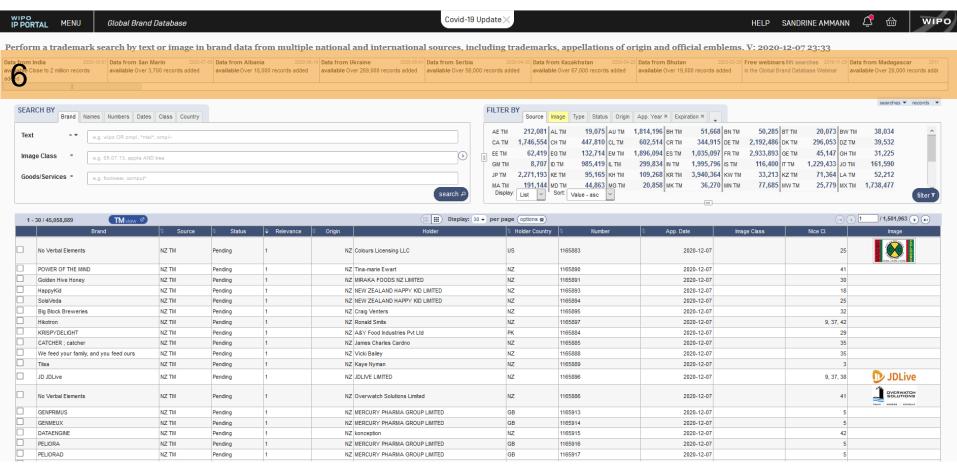








News: 6





The Vienna Classification Assistant

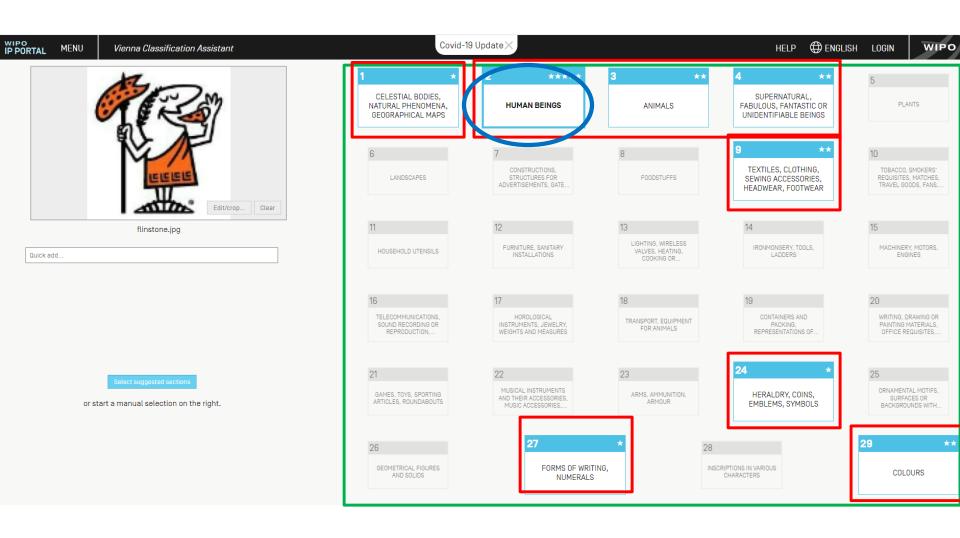




Example







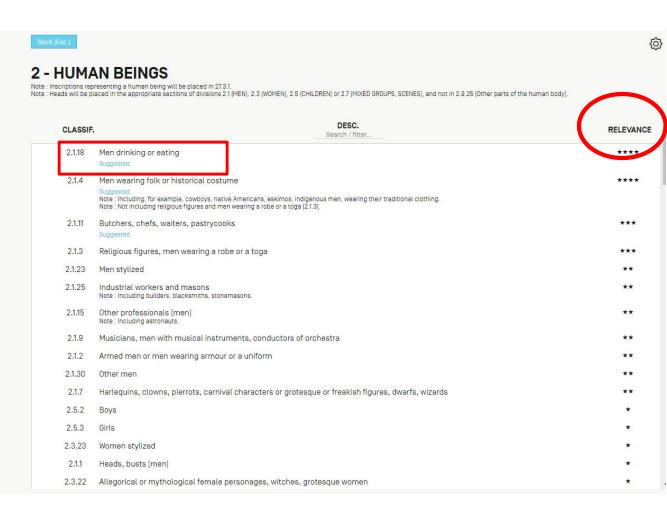


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Select suggested sections

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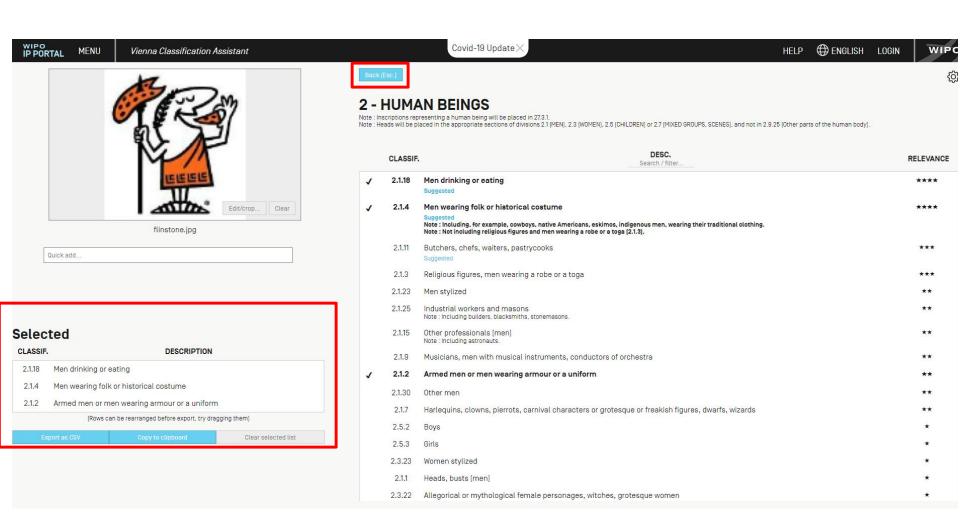
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Please select at least one of the principal sections relevant to your image.

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Clear selected



Next Webinar in 2021



Patent database webinar

PATENTSCOPE: retrospective of 2020 and plans for 2021

December 8 at 5:30 pm

December 10 at 8:30 am

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



Global Design Database: webinar

The Global Design Database: an overview

December 15 at 5:30pm CEST

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



