



OFFICE FOR HARMONIZATION
IN THE INTERNAL MARKET
TRADE MARKS AND DESIGNS

hTrademark Microformat

hTrademark Microformat Proposal Presentation & Demo

WIPO-SCIT-Geneva, 21th November 2008.

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Agenda

A Simple "Semantic Annotation" in a Web Page for Trademark



hTrademark

- 1 **hTrademark Microformat Definition**
- 2 **Wiki Pages & Demo**
- 3 **hTrademark Success Factors**
- 4 **Q & A**

Geneva, 21th November 2008



What are Microformats?

Microformats are a Set of Simple, Open Data formats Built upon Existing & Widely Adopted Standards: HTML-XHTML

A **Microformat** is a Web-based Approach to Semantic Markup by defining some HTML Tagging Conventions.

microformats.org

en.wikipedia.org/wiki/Microformats

Main Page - Microformats - Mozilla Firefox

Microformats.org

Welcome to the microformats wiki!

Please start with the [introduction page](#) and read [how-to-play](#) before making any edits.

Introduction [edit]

- Learn what it means to be [POSH](#).
- See the [about page](#), [latest news](#), [press](#), [presentations](#), [books](#), [podcasts](#), & [screencasts](#).
- Have questions? Read the [frequently asked questions](#) and see the [glossary](#) for new terms.
- Want to learn more in person? Check out [microformats events](#).

Definition [edit]

Microformats are small bits of HTML that represent things like people, events, tags, etc. in web pages. Microformats enable the publishing of higher fidelity information on the Web, providing the fastest and simplest way to support feeds and APIs for your website. See more explanations of what are [microformats](#) and what [extensions](#) do with them.

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Microformat - Wikipedia, the free encyclopedia - Mozilla Firefox

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Microformat

From Wikipedia, the free encyclopedia
(Redirected from Microformats)

For the photographic miniaturization of documents, see [Microform](#).
For details of microformats used on Wikipedia, see [Wikipedia:WikiProject Microformats](#).

A microformat is a web-based approach to semantic markup that seeks to re-use existing HTML and XHTML tags to convey meaning and other structure. This approach allows information intended for end-users (such as contact information, geographic coordinates, calendar events, and the like) to also be automatically processed by software.

Although the content of web pages is technically already capable of "automated processing," and has been since the inception of the web, such processing is difficult because the traditional markup tags used to display information on the web do not describe what the information means.^[1] Microformats are intended to bridge this gap by attaching semantics, and thereby obviate other, more complicated methods of automated processing, such as natural language processing or screen scraping. The use, adoption and processing of microformats enables data items to be indexed, searched for, saved or cross-referenced, so that information can be reused or combined.^[2]

Current microformats allow the encoding and extraction of events, contact information, social relationships and so on. More are being developed. Version 3 of the [Firefox](#) browser^[3], as well as version 8 of [Internet Explorer](#)^[4] are expected to include native support for microformats.

[Contents](#) [hide]

Background [edit]



First Microformats Defined/Used

rel-license
rel-tag
rel-nofollow
VoteLinks
XFN
geo
adr

✓ hCard
✓ hCalendar
hResume
hAtom
+ hTrademark



Microformats - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://microformats.org/

Disable Cookies CSS Forms Images Information Miscellaneous Outline Resize Tools View Source

microformats [blog](#) [wiki](#) [discuss](#) [about](#) [code & tools](#) [get started](#)

Latest microformats news XML

Recently in microformats (July edition)

'This Week in Microformats' is a summary of notable microformats activity from the mailing lists, wiki, events and the wider web.

On the [wiki](#)

- [Din Neville](#) has been working hard this week, updating the [Russian translation](#) of the wiki. Thank you, Din.
- [datetime-design-pattern](#) contains documentation and discussion of alternative patterns to represent dates and times.
- The [parsers](#) page has fallen a little out of date. If you'd like to help update it with links to current available parsers, please help!

What are microformats?

Designed for humans first and machines second, microformats are a set of simple, open data formats built upon existing and widely adopted standards. [Learn more about microformats](#) →

Microformat specifications

- People and Organizations [hCard](#), [XFN](#)
- Calendars and Events [hCalendar](#)



hTrademark Microformat Examples

hTrademark Examples

Wikipedia™ Google (TM)
Apple ® W3C [tm]

Word Mark

```
<div class="trademark">AIPPI ®  
  <abbr class="trademark-uri" title="http://../EM5000000000000001.htmk"/>  
</div>
```

Figurative Mark

```
<div class="trademark">  
    
  <abbr class="trademark-id" title="US500000076314811"/>  
  <abbr class="trademark-id" title="WO500000000881006"/>  
</div>
```

■ 0..n TM(s)
■ title=ST.16



hTrademark Pages at TM-XML-Wiki.org

hTrademark

- ✓ Specifications
- ✓ Examples
- ✓ Tools
- ✓ FAQ

HTrademark Main Page - TM-XML-Wiki - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.tm-xml-wiki.org/wiki/HTrademark_Main_Page hTrademark

HTrademark Main Page - TM-XM...

Tranale my talk my preferences my watchlist my contributions log out

page discussion edit history delete move protect watch refresh

HTrademark Main Page

hTrademark Microformat Menu

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What are Microformats [\[edit\]](#)

Microformats are a set of simple, open, modular and embeddable data format standards built upon existing and widely adopted standards: [HTML](#).

It enable some semantic annotation on existing web pages and encourage decentralized development, content, and services.

It can be considered as a first step towards semantic web using simple and well-known technologies currently used by any website.

First and Most Used Microformats [\[edit\]](#)

Why a hTrademark Microformat [\[edit\]](#)

Category: [Microformat](#)

Navigation

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Search

Collection



hTrademark Demo

hTrademark Microformat Example - Mozilla Firefox

File Edit View History Bookmarks Tools Help

Contacts (1) Events Locations Tagspaces Bookmarks Resources Registered Trade Mark (2) Options

Contact Information hTrademark Microformat Example

hTrademark Microformat Examples

Figurative Mark:



Word Mark:

GOOGLE (TM)

hCard Example:

[Office for Harmonization in the Internal Market](#)
Avenida de Europa, 4
E-03008 Alicante
SPAIN



hTrademark Success Factors

- Definition & Communication (IP Office, Community, Wiki, etc.)
- No/Low Barrier of Entry (Simple, Browser Plugin)
- Adoption by User/Industry (Websites)
- Use by Search/Semantic Engines
- Enrich by IP Offices Web Services (TMView + IP Resource Bus?)
- Mash-up, Serendipity?

A Big Potential
For Trademark
Promotion &
Awareness

Proposal - Recommendation

Adoption of Microformats by Office Websites: **hCard**, **hCalendar** and **hTrademark**.



Q & A



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Thank You

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