



CREATIVE SOLUTIONS CUSTOMIZED RESULTS

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UNIQUE CHALLENGES. INDIVIDUAL SOLUTIONS.

Sometimes, your trademark challenges go beyond the norm. That's why we provide customized research solutions tailored to your real-world needs. No matter what your research requirement is, our experienced analysts can create a specialized solution that provides the coverage, expertise and targeted results you need.

The following are just a few examples of how we have met individual client needs with creative, customized solutions. Bring us your next real-world challenge.

COMPETITIVE INTELLIGENCE

A client needed special web search coverage for their full searches to enable them to track the competitive landscape. We created a custom search including more than 20 targeted websites. We included the additional results in the web common law section of their full search reports, making it easy to review and identify issues quickly.

We helped a law firm with their competitive analysis project, providing a special Filing Correspondent Search to identify all companies for which another law firm had filed marks, with the total filings listed for each company.

POLICING THE WEB

A client wanted to locate websites that improperly used their famous trademark. We conducted web-based research that revealed the client's trademark used generically on the Internet.

For a client with a high-profile trademark, we created a domain name report that revealed many "typo squatting" examples of their famous mark.

LITIGATION/OFFICE ACTION

To help a client to respond to a USPTO Office Action, we developed a list of identical marks registered for both alcoholic beverages and tobacco products by different companies, demonstrating that these marks frequently coexist on the register.

In another case being tried in federal court, we developed a list of business names similar to the name being challenged, helping our client to show that consumer confusion was unlikely.

TRADEMARK MANAGEMENT

A client had an issue with their internal document management system and needed to retrieve some missing information on recent applications. We created a customized search listing all their marks abandoned within a specific time frame, saving them significant time and effort.

NAMING IDEAS

A client needed research support to assist in generating distinctive trademark names. Using terms and character strings provided by the client, we performed detailed searches that helped uncover how common or unique they were for specific goods and services.

MARKETING SUPPORT

To meet the needs of a client developing in-house marketing materials, we generated a report showing all trademarks registered or filed by a particular firm during one full year.

NON-WORD SEARCHING

To meet unique client needs, we have searched registered design trademarks for a wide variety of characteristics, including:

- Specific colors in all goods and services
- All uses of a specific color in a specific class
- All sound marks
- Design of a specific pill shape in combination with certain colors
- Shape of a restaurant
- Elements on clothing, such as the design of stitching, a colored stripe, or a button shape
- Shape of a bowl

Have a special request or a search challenge? Let us meet your real-world needs with creative, customized solutions.

Call us today at (800) 692-8833.



500 Victory Road
North Quincy, MA 02171-3145
Phone (800) 692-8833

thomsonreuters.com
compumark.thomson.com

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