



REUTERS/Russell Boyce

GUARD YOUR BRAND PROTECT YOUR INVESTMENT



STRONG BRANDS DESERVE STRONG PROTECTION

Your trademark—your product or service name, symbol or logo—is one of your company’s most valuable assets. Because of its power to drive product recognition, customer loyalty and market opportunities, a strong trademark has substantial value. It’s not unusual for companies to invest millions in building their brands over time.

However, that value can be compromised. Trademark confusion, infringement and theft can occur at any time, without your knowledge, with significant impact to your bottom line. Consider the following common examples:

- A company or product of lesser quality uses a mark similar to yours, knowingly or unknowingly, confusing consumers and impacting your brand equity.
- Your trademark or brand is used generically, diluting its value to your company.
- Your trademark or brand is used on a website without proper authorization.
- Your product or counterfeit products are sold without your authorization on Internet auction sites.

THE VALUE OF WATCHING

Proactive trademark watching is one of the most important ways to protect your brand. Trademark watching services monitor trademark applications, publications and/or use, systematically identifying exact and confusingly similar marks, unauthorized brand usage and infringement—notifying you when conflicting marks are identified.

Today, many companies consider trademark watching a cost-effective, “must have” insurance to help protect their valuable brands and manage business risk.

EXPERTISE YOU CAN RELY ON

Trademark watching requires specialized expertise and resources. At Thomson CompuMark, we have the knowledge, experience and extensive resources—including proprietary global databases—to help uncover marks that might be overlooked by manual trademark watching.

With Thomson CompuMark as your trademark watching partner, you receive rapid notification of potential conflicts—so you can act quickly to protect your valuable brand assets.

We offer a range of watching services tailored to your needs:

- **Trademark Watching**
We alert you to trademarks that may be confusingly similar to yours, including word marks, logos and slogans. Timely reports provide clear, concise information, with free translations on request. Provides coverage in the U.S., and more than 200 other countries.

- **Watch on SERION®**

Enjoy the convenience of managing all your watching activities via our SERION online trademark environment. Manage your trademark watch portfolio, review watch notices and create and share reports. You can even opt for Paperless Watching.

- **Web Monitoring**

Monitoring the Web to protect valuable trademarks is more critical than ever. With Web Monitoring, we watch for potential unauthorized or inappropriate trademark usage.

To learn more about Trademark Watching Services from Thomson CompuMark, consult your trademark attorney or visit compumark.thomson.com.

IS SOMEONE IMITATING YOUR BRAND?

MARK WATCHED: YAHOO	SELECTED MARK: YAO HOO
REGISTERS WATCHED: Worldwide	REGISTER: United States of America
CLASS(ES) WATCHED: 09, 12, 13, 15, 16, 17, 18, 20, 21, 25, 26, 28, 32, 33, 34, 35, 36, 38, 39, 41, 42, 43, 44, 45	INTERNATIONAL CLASS(ES): 25
SN 78-430,337. BURDETTE, GEORGE HENRY, MANVIL, TX. FILED 6-4-2004. YAO HOO THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR. FOR T-SHIRT (U.S. CLS. 22 AND 39). FIRST USE 3-1-2004; IN COMMERCE 3-1-2004. DAVID MURRAY, EXAMINING ATTORNEY.	OPPOSITION DEADLINE: OCTOBER 20, 2005 APPLICANT: BURDETTE, GEORGE HENRY MANVIL UNITED STATES OF AMERICA FILING NUMBER: 78430337 FILING DATE: JUN 04, 2004 PUBLICATION DATE: SEP 20, 2005 PUBLICATION PAGE: 2005 1084

Watch Notices clearly identify confusingly similar or potentially infringing trademarks, giving you the information and the insight needed to act quickly to protect your brand.

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