

# TRADEMARK WATCHING

SAFEGUARD YOUR BRAND

- Timely Watch reports alert you to potential infringements early.
- Worldwide watching coverage for today's global market.
- Go paperless with Watch on SERION®.



REUTERS/Javier Barbancho

## PROACTIVE PROTECTION

Safeguarding your brand with expert, global trademark watching is a critical element of a strong brand protection strategy. Protecting your brand is easy and convenient with Trademark Watching from Thomson CompuMark.

## TIMELY INSIGHT

We continuously monitor key sources around the world, alerting you to trademarks that may be confusingly similar to yours—including word marks, logos and slogans. Timely Watch reports give you the information you need to act quickly to help protect your brand.

- For word trademarks, we report newly published identical and phonetically identical marks in all classes, plus confusingly similar marks in the class(es) of your choice.
- For design trademarks, we report newly published identical and closely similar marks in the class(es) of your choice.

## EXPERT EYES

Trademark watching requires specialized expertise and resources. Our Watch analysts have the knowledge, experience and extensive resources to help uncover marks that might be overlooked by manual trademark watching.

## GLOBAL COVERAGE

Today's marketplace spans the globe. That's why we watch trademarks in the U.S. and more than 200 other countries. Instant English translations of goods and services for most European registers are included at no additional cost; translations for other countries are also available by request.

## PAPER OR PIXELS

Whether you prefer paper or online reports, we have you covered. Printed Watch Notices make analysis fast and easy; we place the most critical information at the top of each record for rapid review. Or use our online Watch on SERION solution.

## COVER THE WEB

Expand your trademark watching with our Web Monitoring Service. We police the web for you, providing information on your trademark's use, so you can make informed risk assessments. It's a crucial component of a comprehensive brand protection strategy.



#### ABOUT SERION®

SERION offers easy, integrated access to a range of Thomson CompuMark resources and tools for searching, screening, analyzing, and protecting brands. Developed with input from our customers, SERION is designed to integrate seamlessly with real-world workflows, giving IP professionals the ability to achieve more certainty, more quickly. Learn more at [SERIONinfo.com](http://SERIONinfo.com).

#### LEARN MORE

To learn more about Trademark Watching, please call us at (800) 692-8833.

#### WATCH ON SERION

Simply log on to streamline and simplify every step in your trademark watching workflow:

- Access watch notices as soon as they're available. So you can act quickly.
- Pinpoint relevant marks faster. Focus in on the most important information quickly and efficiently using powerful filters.
- Share your findings quickly and easily. Generate Excel reports of relevant findings, automatically.
- Manage your watch portfolio with ease. See at a glance important information on all your watched trademarks, in a single online portfolio.

#### DIVERSE SOLUTIONS

We meet your specific trademark watching needs with a range of solutions, including the following:

##### Worldwide Watch

Safeguard your trademark with expert watching in key global markets. Watch worldwide, or focus on one or more regions: Asia; Europe; Middle East and Africa; South and Central America. Free automatic Watch Notice translations for many registers.

##### Worldwide Ownership Watch

Closely monitor the worldwide trademark activities of key competitors, or track the publication of your own marks. Watch all newly published trademarks filed by a specific company or individual.

##### USPTO Watching Services

Watch your trademark against newly filed and newly published U.S. Federal trademark applications. Choose the watching coverage that meets your needs:

- USPTO Pending Application Watch
- USPTO Official Gazette Watch
- USPTO Design Pending Watch
- USPTO Design Official Gazette Watch
- USPTO Ownership Pending Application Watch

##### Domain Name Watch

Watch your trademark or domain name each against our domain name database, with coverage of many top-level domains, including .aero, .biz, .cat, .com, .coop, .info, .mobi, .name, .net, .org, .pro, .travel, .us.

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