



WATCH ON SERION<sup>®</sup>  
PROTECTING YOUR BRAND  
HAS NEVER BEEN EASIER



# REDUCE RISK TO YOUR BRAND, REDUCE YOUR WORKLOAD.

The power of your trademark to drive brand recognition, customer loyalty and goodwill make it one of your company's most valuable assets. Safeguarding it with expert trademark watching is a critical element of a strong brand protection strategy.

Now, protecting your brands is easier and more convenient than ever, with Watch on SERION®.

Watch on SERION gives you the power to protect your brands like never before, with important advantages.

## SPEED

Watch on SERION streamlines your entire trademark watching workflow—from managing your Watch portfolio to reviewing, analyzing and reporting on Watch notices. So you can act faster to protect your brand.

## SIMPLICITY

Enjoy the convenience of easy, online access to your entire Watch portfolio. Advanced automation features reduce the work associated with all your trademark watching tasks. So you can analyze potential threats to your brand, with less effort.

## INSIGHT

Watch on SERION enables you to access watch notices as soon as they're available. And it enhances your analysis of watch notices, giving you the insight needed to act with confidence.

## STREAMLINING THE WAY YOU WATCH

Manage your Watch portfolio with ease. See at a glance renewal dates, classes and regions watched. Sort through watched marks quickly—much faster than digging through paper records.

Pinpoint relevant marks faster and more efficiently using the Results View. Quickly assign a status to each mark as you review, automatically creating a "short list" of high priority marks. Sort through results in an instant with easy-to-use filters.

Dive down into the details on any mark with the Details View. Individual watch notices are shown side-by-side with a list of all results, so you can view them in context with other reported trademarks. Request a free English translation without interrupting your work.

Share your findings with clients or colleagues quickly and easily. Add comments to notices as you go. Email notices or build a Microsoft® Excel® spreadsheet with selected results with a single click.

## EXPERIENCE SERION®

Every brand today has limitless opportunities, and as business opportunities grow, so do your trademark challenges. And for every challenge, we have the tools you need to do more in less time and with more accuracy. SERION, our integrated work environment, will help you gain more insight, more efficiency and more certainty for your brands.

For more information, visit [SERIONinfo.com](http://SERIONinfo.com) or call Thomson CompuMark at (800) 692-8833.

## WATCH ON SERION

The screenshot displays the Watch on SERION web application interface. At the top, there's a navigation bar with tabs for 'Trademarks', 'Home', 'Portfolio', 'Watch Results', and 'Order Watches'. Below this is a toolbar with buttons for 'Open Watch Notice', 'E-Mail Watch Notice(s)', 'Request Translation', 'Open in Excel', and 'Multiple Status Change'. The main content area is titled 'Filtered upon: Register [SOUTH KOREA] • Date Reported [2006-11-16 - 2006-12-16]'. It features a table with columns for 'Status', 'Applicant', and 'Trademark W'. The table lists several trademarks, with the one for 'CHUNCHEON BIONDAUSTRY FOUNDATION' selected. To the right of the table, there's a detailed view for the selected trademark, showing 'Register(s) watched: WORLDWIDE', 'Classes watched: 01-45', 'Your references: 12345.ABC', and 'Your client:'. The 'Goods/Services (English Translation):' section lists various entertainment-related services.

In a single, flexible online tool, Watch on SERION gives you the information and analysis capabilities you need to assess potential threats to your brand faster, more efficiently and with greater certainty.

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