IP INFORMATION ROUNDTABLE

Topic 8
Other Databases: Global Brand/Design

Mona Remlawi
Head, Global Brand and Design Database Section
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AGENDA

▪ Introduction to GBD
▪ Search Capabilities
▪ Examination Capabilities
▪ Content Based Image Retrieval
▪ Introduction to GDD
Global Brand Database

A tool on top of global brands that aims to improve search quality and examination quality of brands data

Brands data

- Mostly trademarks
- Appellations of Origin - Lisbon System
- Official Emblems - Paris Convention 6ter
In focus

WIPO and the Research-Based Pharmaceutical Industry Team up to Facilitate Access to Key Medicine Patent Information
October 3, 2017

WIPO Translate: Cutting-Edge Translation Tool For Patent Documents Extends Language Coverage
September 25, 2017

Standing Committee on the Law of Trademarks: 38th session (October 30 - November 2, 2017)
September 20, 2017

Director General

Director General Talks to WIPO Magazine about Future of IP
September 26, 2017
35 countries
2 international offices
30+ million records
Global Brand Database

**WIPO** is concentrating on *providing assistance* to countries not otherwise able to make data available to the public – including *hosting country-specific databases* for participating offices.

**Ex:** Brunei, Indonesia, Papua New Guinea, Tonga … (11 in total)
Global Brand Database

Perform a trademark search by text or image in brand data from multiple national and international sources, including trademarks, appellations of origin and official emblems. V: 2017-10-10 12:1

Data from France available
Over 2,600,000 records added
Data from Iceland available
Over 100,000 records added
Data from Thailand available
Over 730,000 records added
Data from Chile available
Over 430,000 records added
Data from Over 220,000 records

SEARCH BY
Brand
Names
Numbers
Dates
Class
Country

Text
e.g. wipo OR omni, "intel", omni-

Image Class
e.g. 05.07.13. apple AND tree

Goods (All)
e.g. footwear, comput*

FILTER BY
Source
Image
Status
Origin
App. Year
Expiration

Display: List ▼ Sort: Value - asc

1 - 30 / 33,241,856

Telefunken
Source: ID TM
Status: Active
Relevance: 1
Holder: ID TELEFUNKEN Licenses GmbH
Number: R002007011303
App. Date: 2018-02-17
Image Class: 9

Constructions métalliques bitz-savoye SA maîtrise fédérale
Source: CH TM
Status: Pending
Relevance: 1
Holder: CH Bitz & Savoye SA
Number: 578282017
App. Date: 2017-10-08
Image Class: 6

Sakamoto
Source: CH TM
Status: Pending
Relevance: 1
Holder: CH Sakamoto Kuruzi, inc.
Number: 610882017
App. Date: 2017-10-09
Image Class: 30, 32

Stalder Stalder
Source: CH TM
Status: Pending
Relevance: 1
Holder: CH Stalder Stalder Holding AG
Number: 621812017
App. Date: 2017-10-09
Image Class: 30, 32

No Verbal Elements
Source: MY TM
Status: Pending
Relevance: 1
Holder: MY KOPERASI PESERTA FELCRA PALOH BERHAD
Number: 2017010989
App. Date: 2017-10-08
Image Class: 32

SJ
Source: MY TM
Status: Pending
Relevance: 1
Holder: MY TAN MENG JIN
Number: 2017006530
App. Date: 2017-10-07
Image Class: 35
Global Brand Database
Search Capabilities
Global Brand Database

Comprehensive Search

- Various search terms possibilities and combination
- Various filtering possibilities
Global Brand Database

User Friendly Interface

- Fast with immediate feedback
- Reporting and sharing functionalities
Global Brand Database

Search Capabilities

[Image of search capabilities interface]

- **SEARCH BY**
  - Brand
  - Names
  - Numbers
  - Dates
  - Class
  - Country

- **Registration** = e.g. 2005-01-01, [2004-01-10 TO 2004-01-15]

- **Application** =

- **Expiration** =

- **Data Range**
  - Today
  - Last 5 months
  - Year to date
  - Specific Date
  - All Dates Before
  - All Dates After
Global Brand Database

Filtering Capabilities

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<th>Source</th>
<th>Image</th>
<th>Status</th>
<th>Origin</th>
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<td>03.04</td>
<td>24.13</td>
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</tbody>
</table>

Display: List
Global Brand Database Examination Capabilities
Name Similarity Search

- Wildcard search
- Fuzzy search with fuzzy factor
- Phonetic search
- Stemming
- Transliteration
Global Brand Database

Perform a trademark search by text or image in brand data from multiple national and international sources, including trademarks, appellations of origin and official emblems. V: 2017-10-23 16:48

Search by:
- Text
  - e.g. wipo OR omni, “ntel”, omni-
- Image Class
  - e.g. 05.07.13. apple AND tree
- Goods (All)
  - e.g. footwear, comput’

Filter by:
- Source
- Image
- Status
- Origin
- App Year
- Expiration
- Holder

Current Search:
- BRAND: trikal-2
- GS: foodstuffs

Sort:
- Count - desc

Current Filter:
- STATUS: PEND
- HOL: MARS, INCORPORATED

1 - 1/1

PH TM (Pending)
42002004979
KITEKAT DEVICE
2002-06-19 (PH)
MARS, INCORPORATED
NC: 31

Display: 100 per page

Download report: PDF CSV
Classification Similarity Search

- Assistance in Vienna Classes entry
Classification Similarity Search

- Assistance in Vienna Classes entry

Vienna Classification: **02.05.06** Babies
Image Similarity Search

CBIR method

Query for visual similarity to an image you provide

`Silver bullet` against TM Logo infringement
Image Similarity Search

CBIR method

Search For | Find in top results
---|---
![Hand Sign](image1) | ![Hand Sign](image2)
![Hand Sign](image3) | ![Hand Sign](image4)
![Donkey](image5) | ![Donkey](image6)
![Donkey](image7) | ![Donkey](image8)
![Donkey](image9) | ![Donkey](image10)

WIPO WORLD INTELLECTUAL PROPERTY ORGANIZATION
Image Similarity Today

Best strategy

Classification AND Content-based ♡
Global Design Database
Global Design Database

A service on top of global industrial designs that aims to **improve search quality** and **examination quality** of designs data.

**Industrial Designs data** (1.7+ million records)

- Hague System
- Pending Collections – DE, KR, EM … coming soon
Global Design Database

A world-wide collection of industrial designs data; including WIPO Hague registrations and information from participating national offices.

<table>
<thead>
<tr>
<th>Design No.</th>
<th>Source</th>
<th>Description</th>
<th>Holder</th>
<th>Registration Date</th>
<th>Locarno Class</th>
<th>National Code</th>
<th>Designations</th>
<th>Ind. Prod.</th>
<th>Designs</th>
<th>Image</th>
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<tr>
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<td>Johnson Electric S.A.</td>
<td>2017-10-17</td>
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<td>US D13-122</td>
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</table>
### Global Design Database

A world-wide collection of industrial designs data; including WIPO Hague registrations and information from participating national offices.

#### SEARCH BY
- **Indication of Products**
- **Design class**
- **Description**

#### FILTER BY
- **Source**
- **Designation**
- **Locarno Class**
- **Reg. Year**

<table>
<thead>
<tr>
<th>Reg. No</th>
<th>Designation</th>
<th>Locarno Class</th>
<th>National C.</th>
<th>Ind. Prod.</th>
<th>Designations</th>
<th>Designs</th>
<th>Image</th>
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<td>D0798881</td>
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<td>US.D07-323, US.D07-325</td>
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<td>D0798883</td>
<td>Nostalgia Products LLC</td>
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<td>US.D07-325, US.D07-354</td>
<td>Kettle popper</td>
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</table>
The ornamental design for kettle popper, as shown and described.

The broken lines shown in the drawings represent portions of the kettle popper that form no part of the claimed design.
Invalidation: EM: Bulletin No. 41/2012

<table>
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<th>Registration Number</th>
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<table>
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Thank you!