



Custom & Managed Solutions

Any Challenge. Any Time. Anywhere.



Some trademark challenges just don't fit existing services. That's where our Custom & Managed Solutions come in. Our trusted and experienced team develops innovative, practical solutions tailored to your precise needs. No matter what the challenge, we're committed to a single mission: achieving your trademark research, clearance and protection goals.

Expertise, At Your Service

With Custom & Managed Solutions, you have the world's most experienced and innovative team of trademark research, data analysis and industry experts focused on your specialized needs. With an average of 12 years of trademark experience each, they have the expertise to tackle any challenge—no matter how complex or how large the portfolio.

One Team, Diverse Solutions

Our Custom & Managed Solutions Consultants can provide a wide range of services to address virtually any trademark-related need. For example, we can:

- **Solve complex trademark research challenges** that require specialized expertise or resources.
- **Serve as an outsourced extension of your in-house team** when you need additional assistance or specialized skills or knowledge.

- **Provide ongoing “special projects” support**, such as competitive research, data analytics or global trademark research project management and coordination.
- **Perform due diligence and data validation** for mergers and acquisitions, trademark portfolio inventories, and other critical business needs.
- **Respond rapidly to time-sensitive issues**, freeing your staff to focus on core business activities.
- **Keep you ahead of the curve**, with innovative solutions that address changing legal, regulatory and market dynamics.
- **Provide global research support** to help you reduce risk when entering new markets.

That's just a sampling. Bring us your challenge and let us develop a custom solution that fits it perfectly. See the reverse for examples of how we deliver value for our customers.

Innovation in Action

How does CompuMark's Custom & Managed Solutions create value for our customers? The following are just a few recent examples:

- For a South American energy company, we provide **ongoing competitor research and analysis**, delivering interactive reports with insights that help them understand their market and make key business decisions.
- For a Global cosmetics company, we partnered with their own established associate network to manage the entire process for **complex, multi-jurisdictional trademark clearance projects**, dramatically reducing the in-house administration and project management time required to clear new brands.
- For a major U.S. consumer brand, we perform **custom searches of goods and industry terms** to identify what's trending in their product category and to help them better understand competitor trademark filing strategies.
- For a European automotive product brand, we provided a **global analysis of their trademark registrations across relevant classes**, identifying gaps where protection was lacking.
- For a European home improvement brand, we performed **specialized research to identify instances of their brand being used generically** in trademark applications, identifying hundreds of examples to support enforcement action.
- For a European consumer brands company who had challenges with their trademark data integrity, we **validated a portfolio of more than 40,000 marks in 150 countries** to verify up-to-date status and renewal information, helping ensure their rights continue to be protected.

- To help a leading U.S. retailer overcome a USPTO examiner's objection, we provided a **comprehensive report on trademarks registered in specific classes**, identifying several examples that provided an effective rebuttal.
- For a European pharmaceutical company with resource constraints, we developed a **creative approach to searching design marks globally**, combining our resources in a fresh way to narrow down the alternatives, saving the client significant time and money.
- Following a change in registry practice, we developed a **special report to locate and identify European trademark records that use class headings**, saving our clients thousands of hours of manual work and helping brand owners properly protect their valuable trademarks.

Driving Continuous Innovation

The solutions developed by our Custom & Managed Solutions team often break new ground in trademark research. Their innovations serve as incubators for new CompuMark services that keep us and our customers ahead of the industry curve.

Put Us to the Challenge

Have a special need or a tough trademark challenge? Contact us today and put our Custom & Managed Solutions experts to the test.

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