

Design Mark and Industrial Design searches

Master the art of design mark protection

More than one-third of all trademark filings worldwide include a figurative element. This makes searching new logos and designs critical to reduce the risk of a costly infringement. But identifying visually similar trademarks and industrial designs is a specialized skill that is an art in itself.

CompuMark™ can help, with a comprehensive solution for searching design marks and industrial designs – quickly, accurately and cost-effectively.

Specialized expertise for results you can trust

At the heart of our solution is a team of Analysts offering unmatched expertise:

- 14 years' average experience searching visual brand assets.
- Deep understanding of the nuances of design coding and searching.
- Hands-on approach that no algorithm can match.

Enhanced coding for greater precision

We go above and beyond the standard design codes and Vienna codes used by PTOs. Our Analysts review and recode each image using additional design categories for greater precision. Plus, they code marks for countries that don't provide codes.

- Reduced risk of missing a relevant result.
- Make decisions with greater confidence.

Cover all your bases

Trademark office records can contain errors. To deliver results you can trust, our quality team reviews PTO databases, correcting errors to help ensure accuracy. Plus, we include cross-references to variations like plurals, homophones and corrupted spellings to give you results free tools can't deliver.

Recognize the risk

Is your new design mark visually similar to an existing mark?

Here's a recent example that led to a potentially costly and time-consuming conflict:¹



Owned by Tasty Burger since 2010

Filed by Chipotle in 2016

Design Mark Search

In-depth search into possible similarities with existing trademarks. Global coverage lets you choose the jurisdictions that matter to you.

Industrial Design Search

In-depth search into possible similarities with existing industrial designs, including Community Designs. Available for the U.S., Europe and jurisdictions worldwide.

Combine your searches for greater certainty

Complement your Design Mark Search with Industrial Design Search coverage. Valuable risk management to help identify design marks that are also registered as industrial designs.

Add Web Common Law coverage

Using both image search engines and text-based techniques, our expert Analysts search common law web sources to help you assess potential conflicts with your mark.

Proactive Design Mark and Industrial Design Watching

Protect your valuable brand images. We report on newly published visually similar marks and industrial designs in the classes and registers of your choice.

Enhanced coding process

CompuMark goes beyond the standard coding methods used by the PTOs, adding supplementary design categories to allow more complete and precise searches – reducing the risk of missing relevant findings.

Example:



Figure 1: Coding example using standard system.

261712 Chevrons & Angles
Note only one element was coded.

Figure 2: Coding example using CompuMark system.

021101 Hearts, including figures of hearts as depicted on playing cards
300113 M
300501 Single letter or numeral standing alone
300508 Geometric figures humans animals plants or objects forming letters or numerals
270302 Representations of human beings forming letters or numerals
070725 Other exteriors and exterior parts of dwellings or buildings
Note addition the stylized “M,” the “rafter” and the heart shape.

To learn more, visit compumark.com

¹ Boston Globe, 8 August 2016

