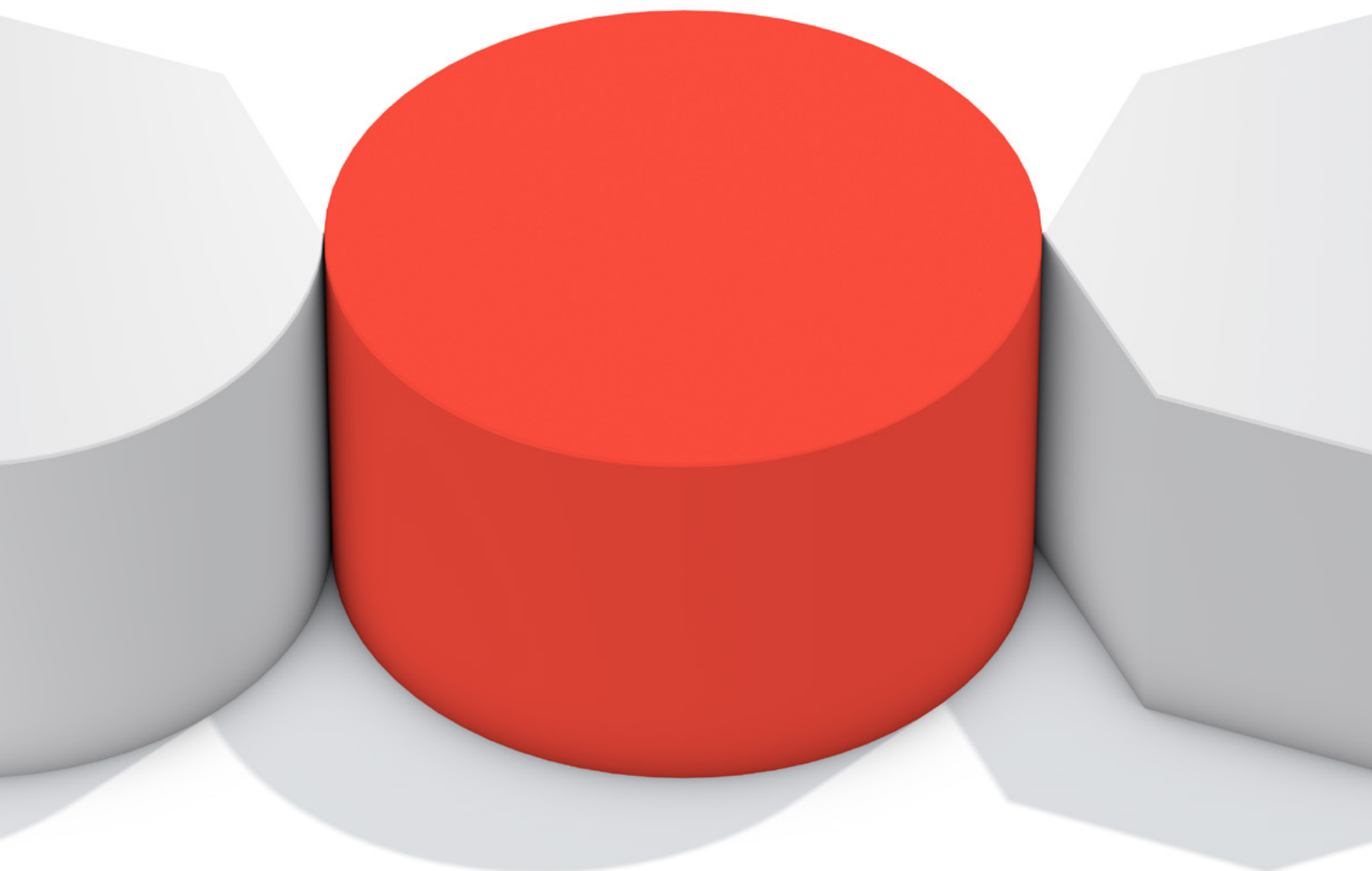


Research and protection for pharmaceutical trademarks



A prescription for brand certainty

Pharmaceutical trademark services

With millions of healthcare brands in use around the world, selecting, clearing, registering, and protecting pharmaceutical marks is a complex endeavor. Heightened standards, regulatory compliance and dual approval timeline coordination make the trademark process even more challenging. To be successful, pharmaceutical brand owners need specialized tools and solutions that they can trust.

Rely on CompuMark for best-in-class pharmaceutical trademark solutions



Specialized knowledge

Our dedicated Pharmaceutical Research Team understands the unique dynamics of the global pharma industry. Our seasoned analysts have the training and expertise to evaluate confusingly similar marks and drug names under the industry's expanded criteria, delivering accuracy that free or low-cost services can't match.



Comprehensive sources

Why risk missing a mark? In addition to trademark data, our most comprehensive search focuses on pharmaceutical industry-specific common law and web sources, for more relevant results. We include RxNorm and Drugs@FDA as recommended by the FDA, as well as five additional sources unique to CompuMark.



FDA-compliant POCA

Phonetic and Orthographic Computer Analysis (POCA) helps identify potentially problematic names early in the clearance process by assessing the similarity of the mark in writing and speech, reducing the risk of rejection. We cover all available data sources searched by the FDA using the same algorithms and similarity threshold.



Full-search results sooner

We understand the challenge of juggling timelines for pharmaceutical marks. That's why we deliver U.S. and Canada Full Search results for word marks in just 2 business days, at no additional cost.

Full Pharmaceutical Search XC provides the critical intelligence you need to reduce your business risk.

Search with comprehensive coverage

Full pharmaceutical search XC–U.S., Canada, and global

Want maximum certainty? Our comprehensive Pharmaceutical Search XC expands coverage with additional industry sources – including 6 unique to CompuMark™. Available for the U.S., Canada, and Global (for select registers), this analyst-led search includes branded clinical trial names from ClinicalTrials.gov as part of our standard Web Common Law coverage.

U.S. and Canadian searches include FDA- and Health Canada-compliant POCA searches at no extra charge to help reduce the risk of rejection.

The FDA POCA Score

Short for Phonetic and Orthographic Computer Analysis, POCA is a technology released by the U.S. Food and Drug Administration (FDA) in 2014 for evaluating proposed drug names for their potential of confusion with existing names – a common cause of medication errors. A proposed name is analyzed for orthographic and phonetic similarity against a database of existing drug names, assigning a score that ranks similarity on a scale of 1 to 100. The higher the score, the greater the similarity – and greater the risk of FDA rejection.

CompuMark's U.S. POCA:

- Mirrors the FDA's internal analysis
- Searches both RXNorm and Drugs@FDA as recommended
- Uses the same algorithm and similarity threshold

CompuMark Match Score

The CompuMark Match Score uses the FDA's authentic POCA algorithm to compare your mark to Class 5 trademarks outside of the POCA database.

Search or watch citations from the POCA database are displayed with POCA scores, while search or watch citations from other sources are displayed with Match Scores, allowing you to make a direct, objective comparison between two marks, regardless of their source.

- Included free for all pharmaceutical availability searches
- Powered by POCA algorithm
- Enables objective analysis
- Helps you pinpoint the most relevant results rapidly online

Smart screening for maximum efficiency

Pharmaceutical name screening services



Analyst-led screening searches

Knock out unavailable names early with industry-leading expertise. CompuMark's Pharma Research Team identifies identical, phonetically identical and closely similar marks from 105+ registers, as well as Pharma In Use. U.S.- or Canadian-compliant POCA screenings follow guidelines set by the FDA and Health Canada to give you deeper insight on drug name candidates.



SAEGIS® for Pharma

Put the industry's leading self-service screening solution to work for you. SAEGIS lets you perform knock-out searches in key jurisdictions and the Pharma In Use database with unmatched speed and ease – whether you want an automated search strategy or want to create your own. Results include POCA Similarity Scores and Match Scores for Class 5 citations.



SAEGIS AutoScreen simplifies your screening, using its powerful algorithm to search for phonetic and orthographic variations – crucial to clearing pharma names.



Pharma Search Strategy Extension

(available upon request for no additional charge) provides additional prefixes and suffixes to your AutoScreen search, with a frequency matrix to help assess the uniqueness of specific prefixes and suffixes.



SAEGIS Custom Search lets you define a custom screening strategy to meet your precise needs. Add industrial, domain name, or company name coverage.

Proactive protection

Pharmaceutical Trademark Watch with Match Scores

CompuMark makes safeguarding your valuable pharma brands even easier with our Match Score data for Class 5 watch results, available at no additional charge.

- Narrow in on the most important hits quickly by adjusting the similarity threshold filter
- Objectively compare marks regardless of source
- Strengthen your case in cease and desist letters and opposition proceedings
- Authentic similarity scoring method used by the FDA

Regulatory-compliant tools for success

POCA the recommended way

To give you the best chance of successfully clearing drug names, our Phonetic and Orthographic Computer Analysis (POCA) search tools are designed according to regulator guidelines – no tweaks or adaptations – so you can see what they will see when they evaluate your mark.

CompuMark's U.S. POCA search features only the FDA-recommended:



Content sources
RXNorm and Drugs@FDA



Authentic algorithm
Developed and used by the FDA



Similarity threshold
Set to 50% for full results

Health Canada-compliant POCA

Preparing to navigate Health Canada's safety evaluation for new drug names? We've got you covered. Our Canadian POCA Search follows Health Canada guidelines. We search against the recommended Canadian Drug Products Database (DPD) as well as the Canadian Licensed Natural Health Products Database (LNHPD) to mirror this regulator's analysis as closely as possible.



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