# GETTING THE BEST RESULTS FROM A GLOBAL LOGO SEARCH



# **Table of Contents**

Global Logo Search Overview	3
Understanding How the System Works	4
Let's Dig Deeper	4
How Can a Logo Search Be Useful?	4
How to Run a Search: Getting Started	5

Artificial Intelligence is kind of a big deal, and we'll help you use it to make your logo and your brand stand out.

Using AI, our Global Logo Search analyzes a logo and compares it to similar matches from over 30 trillion webpages and returns a report for matching images on those webpages. This

identifies potential infringers within an average of 20 seconds. This search is ideal for those who want their brand to stand out.

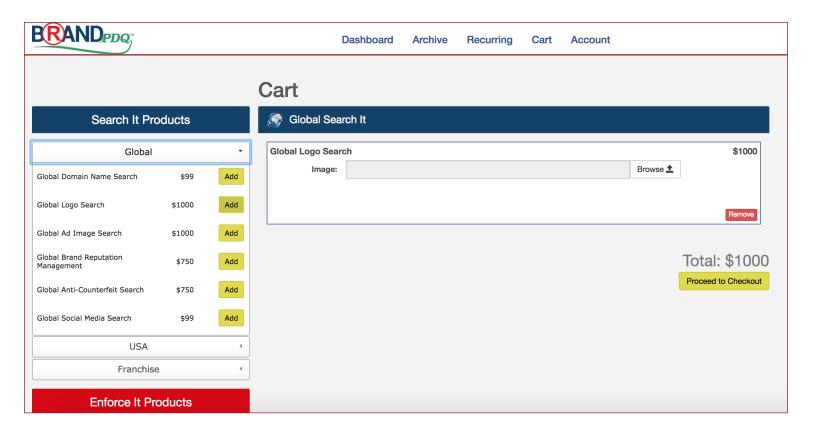


# LET'S DIG DEEPER.

How can a logo search be useful?

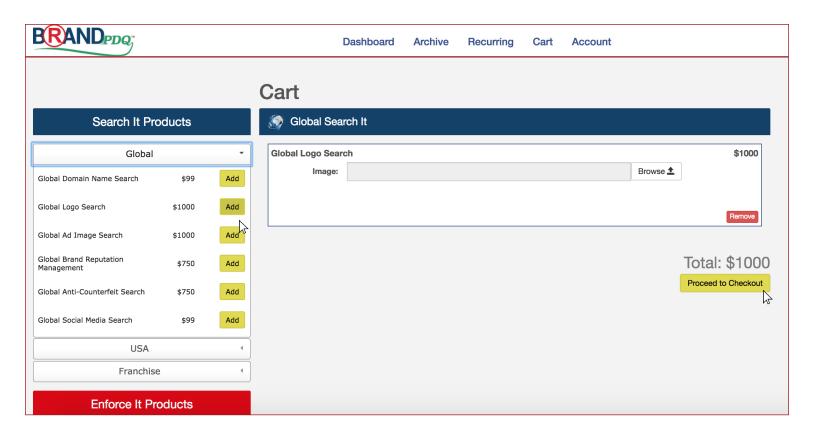
Not only does the logo search run across trillions of webpages to find use of your image or logo, but it runs across all cached pages on the web as well. This helps you to identify potential fraudulent users who not only presently infringe your brand or company but who plan to do so in the future.

#### **Getting Started**



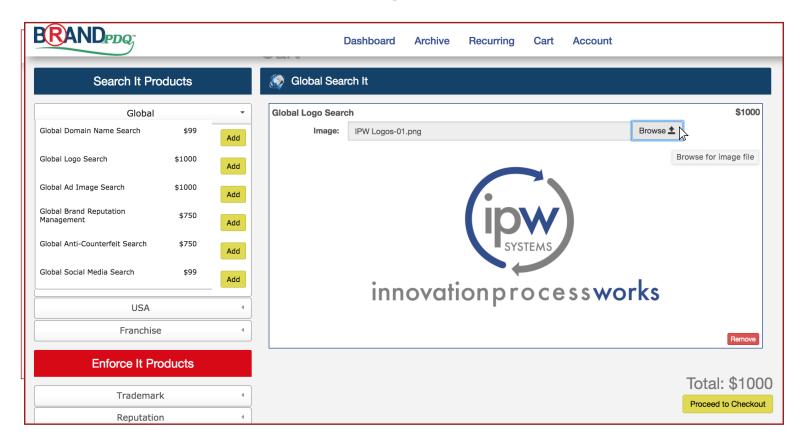
1. Under the "Global" tab below Search It Products, select "Add" next to Global Logo Search. Here you will find the option to upload a logo file to find use on the web.

#### **Getting Started**



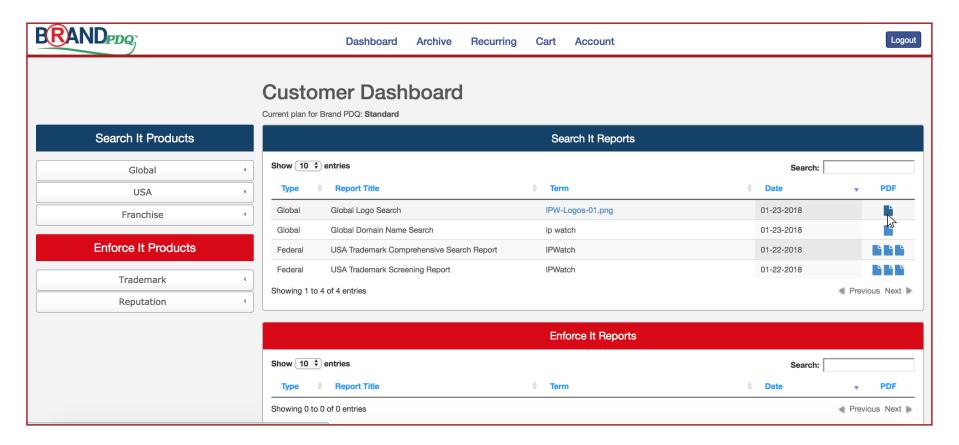
2. Select "Browse" and upload your logo file. You'll then click "Proceed to Checkout" and fill in all required details.

#### **Getting Started**



**3.** After uploading your file, your image will appear. Click "Proceed to Checkout" and fill in all required details.

#### **Getting Started**



**4.** Select the icon under the PDF column next to your Global Logo Search. A new PDF will appear.

#### **Getting Started**



**5.** Your results will be provided in a new tab. After scrolling down, you'll see links with references to use of your logo.

# HAPPY SEARCHING!

