

GETTING THE BEST RESULTS
FROM A
USA TRADEMARK
COMPREHENSIVE POLICING REPORT



innovationprocessworks

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USA Comprehensive Policing

Maybe you've already run a Comprehensive Trademark Search and you want to receive periodic comprehensive results.

Much like the USA Comprehensive Trademark Search Report, this solution will allow you to search a certain brand name or term and provide data and live links on others using the exact or similar term. Unlike the search report,

this policing feature will only provide new data during the current monthly period in relation to the last policing report. Previous months' data will be listed as "Results No Longer Present This Month".

HOW ARE RECORDS FLAGGED FOR A MATCH?

If the term searched matches...

- exactly
- plurals
- within a mark (partial)
- phonetically



IF THE TERM
SEARCHED MATCHES...

EXACTLY or is the
PLURAL FORM of
the term:

EX:

“FARMHOUSE NATURAL”

COULD FIND

Farmhouses Natural
Farmhouse Naturally
Natural Farmhouse

COULD NOT FIND

Farmhouse
Natural
Farmhous Natural
Farm House

Note: Search Terms that could not be found within
Exact Search CAN be found in other searches, such
as Similar.

IF THE TERM
SEARCHED MATCHES...

PARTIALLY or
as **PART OF**
ANOTHER MARK:

EX:

“FARMHOUSE NATURAL”

COULD FIND

The Natural Farmhouse
Natural and Best Farmhouse
Natural Farmhouse Suites

COULD NOT FIND

The Best Farm House Nature
Natur Farmhouse AI

Note: Search Terms that could not be found within
Partial Search CAN be found in other searches, such
as Similar.

IF THE TERM
SEARCHED MATCHES...

PHONETICALLY
or under **SIMILAR**
MATCHES:

EX:

“FARMHOUSE NATURAL”

COULD FIND

Natural Pharmhous
Naturlfarmhous
Natrall Farm Haws

COULD NOT FIND

Natural
Farmhouse
Natural Farmhouse is the Best Brand

Note: Search Terms that could not be found within
Similar Search CAN be found in other searches, such
as Partial.



LET'S DIG DEEPER.

The system only looks for sets and super sets and NOT subsets unless the sub set sounds like the whole term being searched. In that case, the result(s) will be in the “Similar Matches” portion of the report. So, adding spaces on compound words and using the smallest form of the word will give the most results.

LET'S DIG DEEPER.

If the search system didn't find a match in a certain category, then there will not be a section/place holder for that section. Below is a breakdown of the possible sections in a Comprehensive report:

A. EXACT MATCHES IN THE SAME CLASS:

- i. Federal results
- b. Exact Matches in all other non-specified classes
- c. Partial Matches in the same class(es)
- d. Partial Matches in all other non-specified classes
- e. Similar Matches in the same class(es)
- f. Similar Matches in all other non-specified classes



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If the search system didn't find a match in a certain category, then there will not be a section/place holder for that section. Below is a breakdown of the possible sections in a Comprehensive report:

a. Exact Matches in the same class

B. EXACT MATCHES IN ALL OTHER NON-SPECIFIED CLASSES:

i. Federal results

ii. States

iii. Common Law

- D&B
- Domain Names
- Facebook
- Twitter
- Google Plus
- Google (web search)
- YouTube
- SEC

c. Partial Matches in the same class(es)

d. Partial Matches in all other non-specified classes

e. Similar Matches in the same class(es)

f. Similar Matches in all other non-specified classes

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If the search system didn't find a match in a certain category, then there will not be a section/place holder for that section. Below is a breakdown of the possible sections in a Comprehensive report:

- a. Exact Matches in the same class
- b. Exact Matches in all other non-specified classes
- C. PARTIAL MATCHES IN THE SAME CLASS(ES):**
 - i. Federal results
- d. Partial Matches in all other non-specified classes
- e. Similar Matches in the same class(es)
- f. Similar Matches in all other non-specified classes



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If the search system didn't find a match in a certain category, then there will not be a section/place holder for that section. Below is a breakdown of the possible sections in a Comprehensive report:

- a. Exact Matches in the same class
- b. Exact Matches in all other non-specified classes
- c. Partial Matches in the same class(es)

D. PARTIAL MATCHES IN ALL OTHER NON-SPECIFIED CLASSES:

- i. Federal results
- ii. States
- iii. Common Law
 - D&B
 - Domain Names
 - Facebook
 - Twitter
 - Google Plus
 - Google (web search)
 - YouTube
 - SEC
- e. Similar Matches in the same class(es)
- f. Similar Matches in all other non-specified classes

LET'S DIG DEEPER.

If the search system didn't find a match in a certain category, then there will not be a section/place holder for that section. Below is a breakdown of the possible sections in a Comprehensive report:

- a. Exact Matches in the same class
- b. Exact Matches in all other non-specified classes
- c. Partial Matches in the same class(es)
- d. Partial Matches in all other non-specified classes
- E. SIMILAR MATCHES IN THE SAME CLASS(ES):**
 - i. Federal results
- f. Similar Matches in all other non-specified classes



LET'S DIG DEEPER.

If the search system didn't find a match in a certain category, then there will not be a section/place holder for that section. Below is a breakdown of the possible sections in a Comprehensive report:

- a. Exact Matches in the same class
- b. Exact Matches in all other non-specified classes
- c. Partial Matches in the same class(es)
- d. Partial Matches in all other non-specified classes
- e. Similar Matches in the same class(es)

F. SIMILAR MATCHES IN ALL OTHER NON-SPECIFIED CLASSES:

- i. Federal results
- ii. States
- iii. Common Law
 - D&B
 - Domain Names
 - Facebook
 - Twitter
 - Google Plus
 - Google (web search)
 - YouTube
 - SEC

LET'S DIG DEEPER.

All classes are searched, **but** by specifying a class(es) you can filter the more relevant results to the top.

Selecting different classes will adjust the gauges to the results found or not found in those selected classes.



LET'S DIG DEEPER.

Each search acts like a Boolean search. For example, if we search “Farmhouse Natural” the search would look like “*Farmhouse* AND *Natural*” query on our database. So, a better search would be “Farm House Natural” to get “*Farm* AND *House* AND *Natural*” query on our database.

EX:

“FARMHOUSE NATURAL”

=

“FARMHOUSE” + “NATURAL”

EX:

“FARM HOUSE NATURAL”

=

“FARM” + “HOUSE” + “NATURAL”
+ “FARMHOUSE” + “NATURAL”



LET'S DIG DEEPER.

Including dead trademarks allow for a much broader, comprehensive search. This is especially useful when a trademark has been abandoned only recently. For a more comprehensive search, we recommend you allow dead trademarks in your results.

USA Trademark Comprehensive Policing Report

Getting Started

BRAND .com

Dashboard Archive Recurring Cart Account

Cart

Search It Products

- Global
- USA
- Franchise

Enforce It Products

Trademark

USA Comprehensive Trademark Policing	\$299	Add
Monthly:	\$99	

Reputation

Trademark Enforce It

USA Comprehensive Trademark Policing \$299

Term: ?

Class: + ?

Recurring monthly fee: \$99

* Your first month, you will receive the full report. Each subsequent month you will receive a report detailing the issues identified after the issuing of the first report.

Advanced Search [Remove](#)

Total: \$299

[Proceed to Checkout](#)

1. Under the “Trademark” tab below Enforce It Products, select “Add” next to USA Comprehensive Trademark Policing. Here you will find the option to search your mark by class number.

USA Trademark Comprehensive Policing Report

Getting Started

The screenshot displays the BRAND PDQ website's Cart page. The top navigation bar includes 'Dashboard', 'Archive', 'Recurring', 'Cart', and 'Account'. The main heading is 'Cart'. On the left, there are two product categories: 'Search It Products' (with sub-options: Global, USA, Franchise) and 'Enforce It Products' (with sub-options: Trademark, Reputation). The 'Trademark' sub-option is selected, showing a table with one item: 'USA Comprehensive Trademark Policing' for \$299, with a monthly fee of \$99. A yellow 'Add' button is next to the item. The main cart area shows the item details: 'USA Comprehensive Trademark Policing' for \$299. The 'Term' is 'Brand PDQ' and the 'Class' is '42: Computer & Software Services and Scientific Services'. The recurring monthly fee is \$99. A note states: '* Your first month, you will receive the full report. Each subsequent month you will receive a report detailing the issues identified after the issuing of the first report.' There is an 'Include Dead' option with 'Yes' selected. A 'Remove' button is at the bottom right of the item details. At the bottom right of the cart, the total is \$299 and a yellow 'Proceed to Checkout' button is visible.

2. (Optional) Select “Advanced Search” and in addition to term and class number, you’ll see option to Include Dead marks. For more information on Advanced Search options, please refer to page 18.

USA Trademark Comprehensive Policing Report

Getting Started

The screenshot shows the BRAND PDQ website's cart page. The top navigation bar includes links for Dashboard, Archive, Recurring, Cart, and Account. The main heading is "Cart". On the left, there are two product categories: "Search It Products" and "Enforce It Products". Under "Search It Products", there are dropdown menus for "Global", "USA", and "Franchise". Under "Enforce It Products", there is a "Trademark" dropdown menu and a table listing "USA Comprehensive Trademark Policing" for \$299, with a monthly fee of \$99. A yellow "Add" button is next to the product name. Below the table is a "Reputation" dropdown menu. The main cart area shows a red header for "Trademark Enforce It" and a product card for "USA Comprehensive Trademark Policing" priced at \$299. The card includes a "Term" field with "Brand PDQ", a "Class" dropdown menu with "42: Computer & Software Services and Scientific Services", and a "Recurring monthly fee: \$99". A note states: "* Your first month, you will receive the full report. Each subsequent month you will receive a report detailing the issues identified after the issuing of the first report." There are "Include Dead" radio buttons for "Yes" (selected) and "No", and a "Dead trademark results included." label. A "Remove" button is in the bottom right of the card. At the bottom right of the cart, it says "Total: \$299" and a yellow "Proceed to Checkout" button with a mouse cursor over it.

3. Here you will search by your mark and select your International Class number from 1-45. It's important to note that class numbers 1-34 are products and 35-45 are services. Also note: the compound word "BrandPDQ" is searched as "Brand PDQ" to find the most accurate results. After completing this, select "Proceed to Checkout" and fill out all required details.

USA Trademark Comprehensive Policing Report

Getting Started

The screenshot displays the BRAND PDQ dashboard. On the left, there is a navigation menu with categories: USA, Franchise, Enforce It Products (highlighted in red), Trademark, and Reputation. The main content area features a navigation bar with links for Dashboard, Archive, Recurring, Cart, and Account, along with a Logout button. Below this is a table of reports with columns for Type, Report Title, Term, Date, and PDF. The table lists 9 reports, including Franchise Search, Global Social Media Search, Global Anti-Counterfeit Search, Global Brand Reputation Management, Global Ad Image Search, Global Logo Search, Global Domain Name Search, USA Trademark Comprehensive Search Report, and USA Trademark Screening Report. Below the table, there is a red section titled 'Enforce It Reports' which includes a search bar and a table showing one report: USA Comprehensive Trademark Policing. A mouse cursor is pointing at the PDF icon for this report.

Type	Report Title	Term	Date	PDF
Franchise	Franchise Search (Zip Code) Report	IP Watch	01-25-2018	
Global	Global Social Media Search	Brand PDQ	01-25-2018	
Global	Global Anti-Counterfeit Search	IP Watch	01-24-2018	
Global	Global Brand Reputation Management	IP Watch	01-24-2018	
Global	Global Ad Image Search	Global-Logo.png	01-24-2018	
Global	Global Logo Search	IPW-Logos-01.png	01-23-2018	
Global	Global Domain Name Search	ip watch	01-23-2018	
Federal	USA Trademark Comprehensive Search Report	IPWatch	01-22-2018	
Federal	USA Trademark Screening Report	IPWatch	01-22-2018	

Showing 1 to 9 of 9 entries

◀ Previous Next ▶

Enforce It Reports

Show 10 entries

Search:

Type	Report Title	Term	Date	PDF
Trademark	USA Comprehensive Trademark Policing	Brand PDQ	01-25-2018	

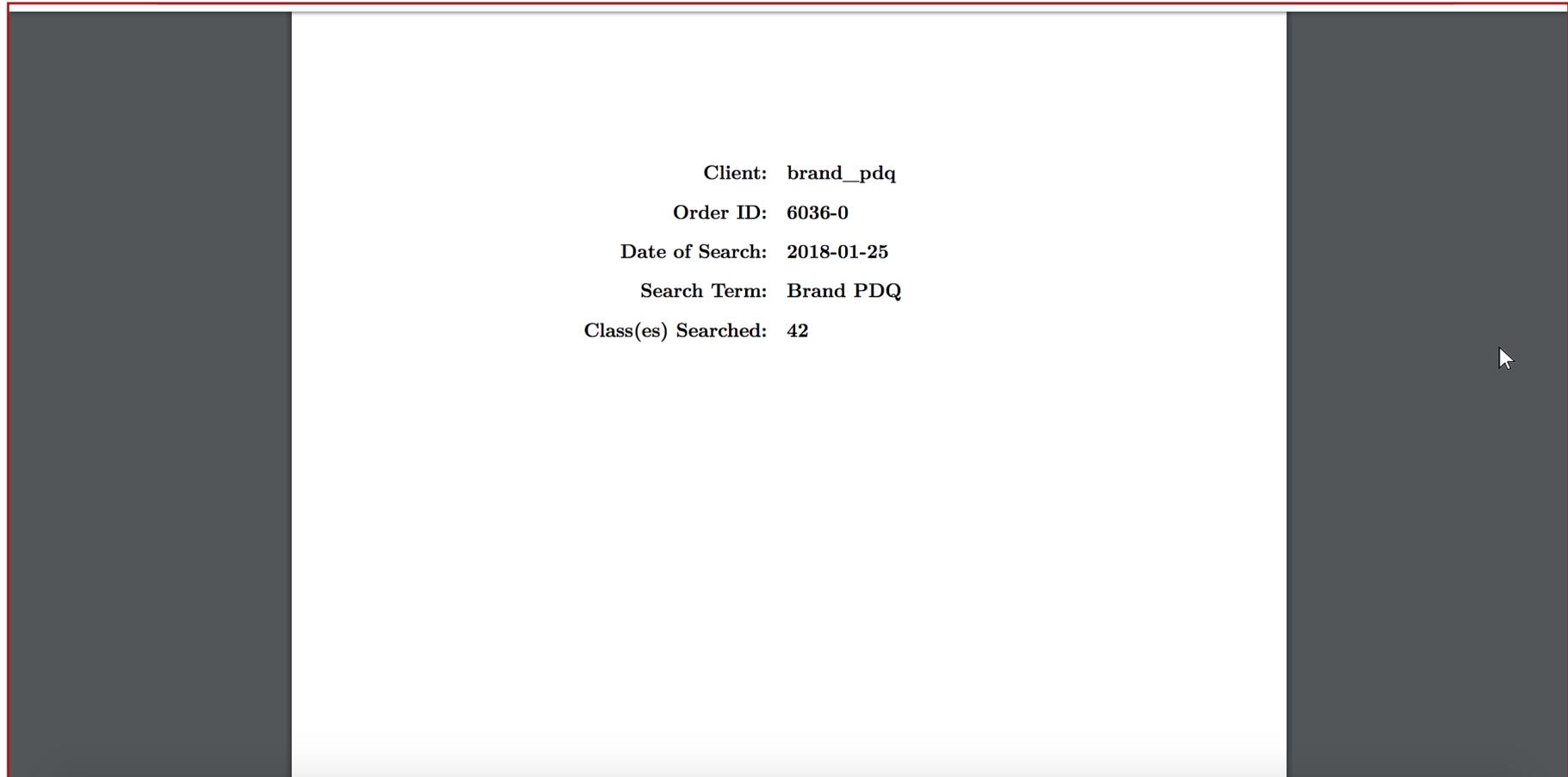
Showing 1 to 1 of 1 entries

◀ Previous Next ▶

4. After loading, your PDF(s) will animate when ready located below the red section “Enforce It Reports”. Click on the icon located below the PDF column.

USA Trademark Comprehensive Policing Report

Getting Started



5. You'll see your results on a new PDF. The search will also include the BrandPDQ Insight Indicators. Scroll down to see your results. The good news about policing searches is we automatically run the report each month after your initial search. After you've completed all these steps, sit back and let our system search for you!

HAPPY
SEARCHING!



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