GETTING THE BEST RESULTS FROM A USA TRADEMARK COMPREHENSIVE POLICING REPORT

ipw SYSTEMS

innovationprocessworks

Table of Contents

USA Trademark Comprehensive Policing Report Overview 3

Understanding How the System Works 4

- How are Records Flagged for a Match? 4
- Search Terms 5
- Let's Dig Deeper 8
  - Sets and Super Sets 8
  - Sections Within a Report 9
  - Classes 15
  - Boolean Search 16
  - Root Words 17
  - Dead Trademarks 18
  - Exclude Owner 19

How to Run a Search: Getting Started 20

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 Al

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
Natral 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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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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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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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

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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

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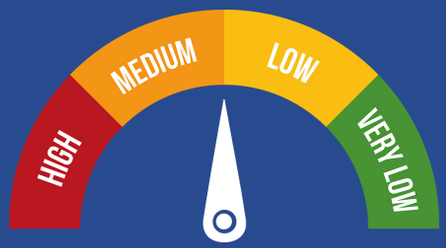
F. SIMILAR MATCHES IN ALL OTHER NON-SPECIFIED CLASSES:
    i. Federal results
    ii. States
    iii. Common Law
        - D&B
        - Domain Names
        - Facebook
        - Twitter
        - Google Plus
        - Google (web search)
        - YouTube
        - SEC

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"

=

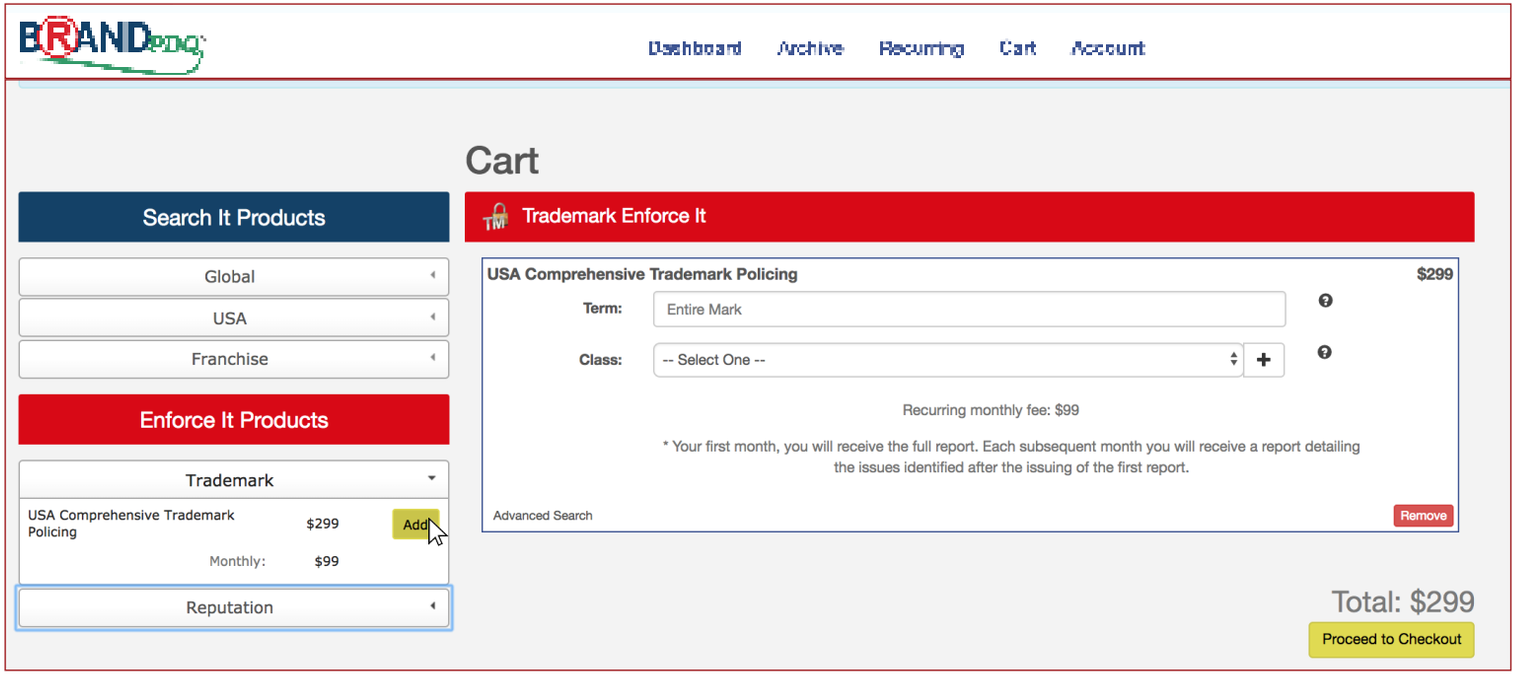
"FARM" + "HOUSE" + "NATURAL" + "FARMHOUSE" + "NATURAL"

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

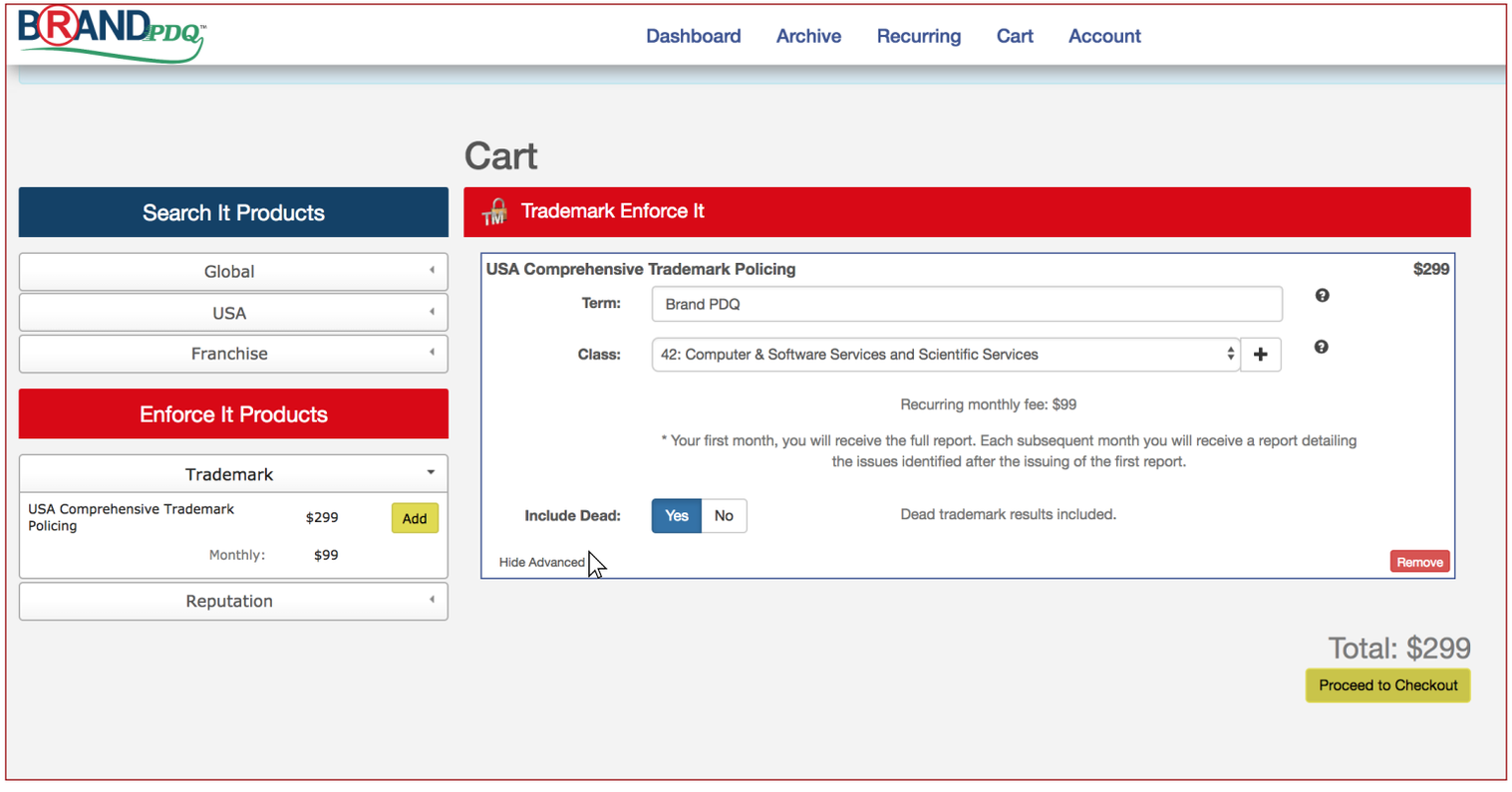
Getting Started



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

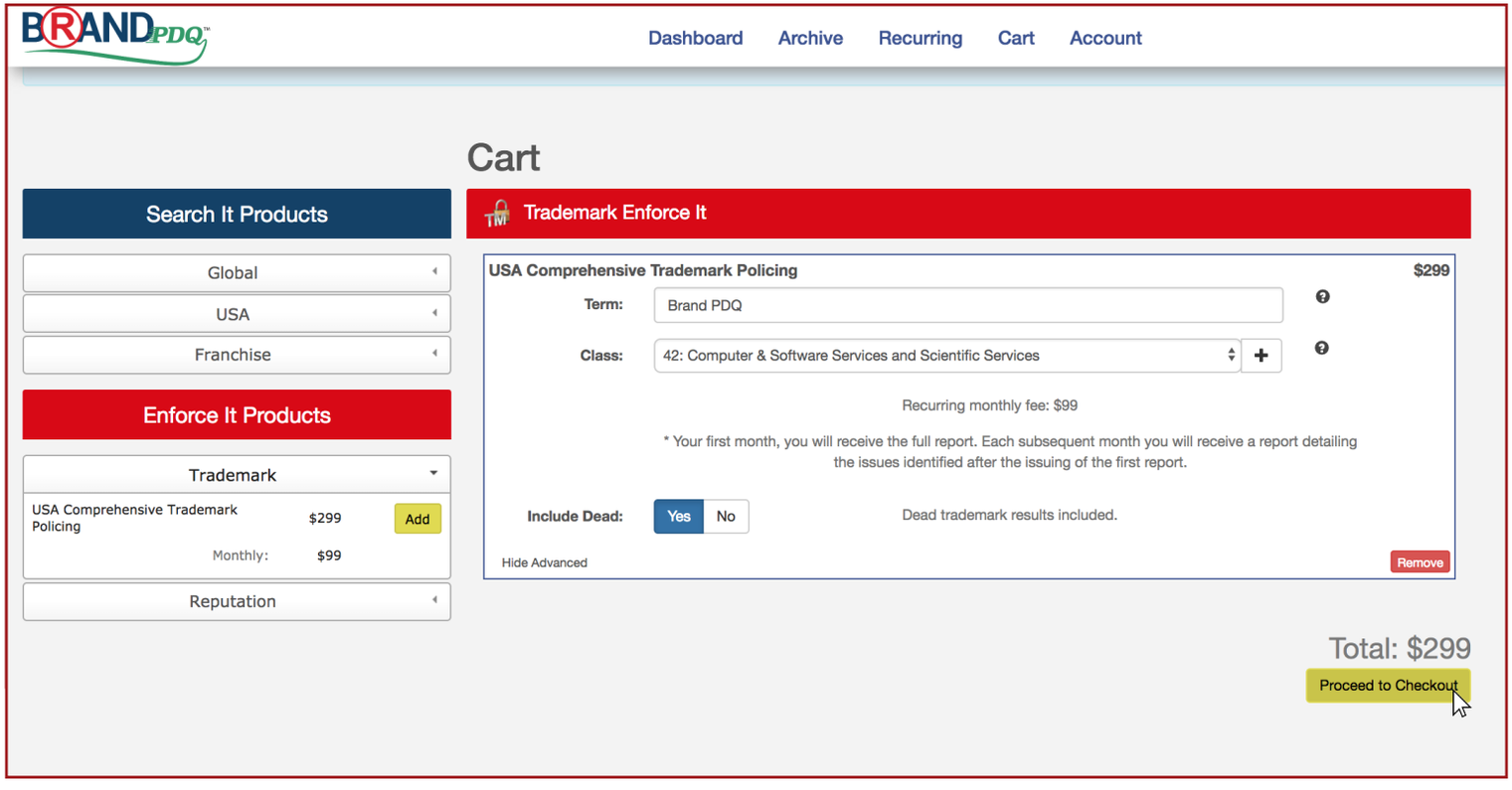
Getting Started



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

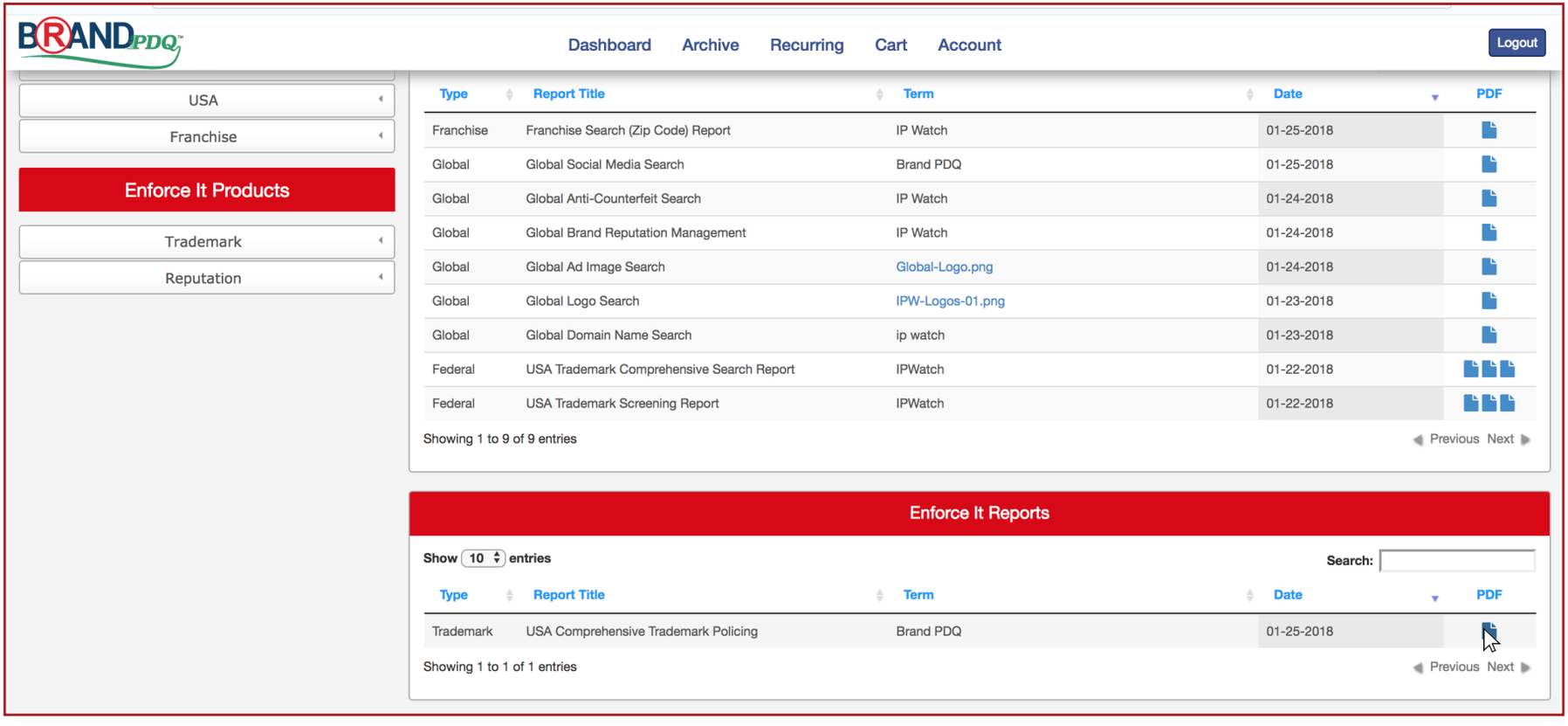
Getting Started



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

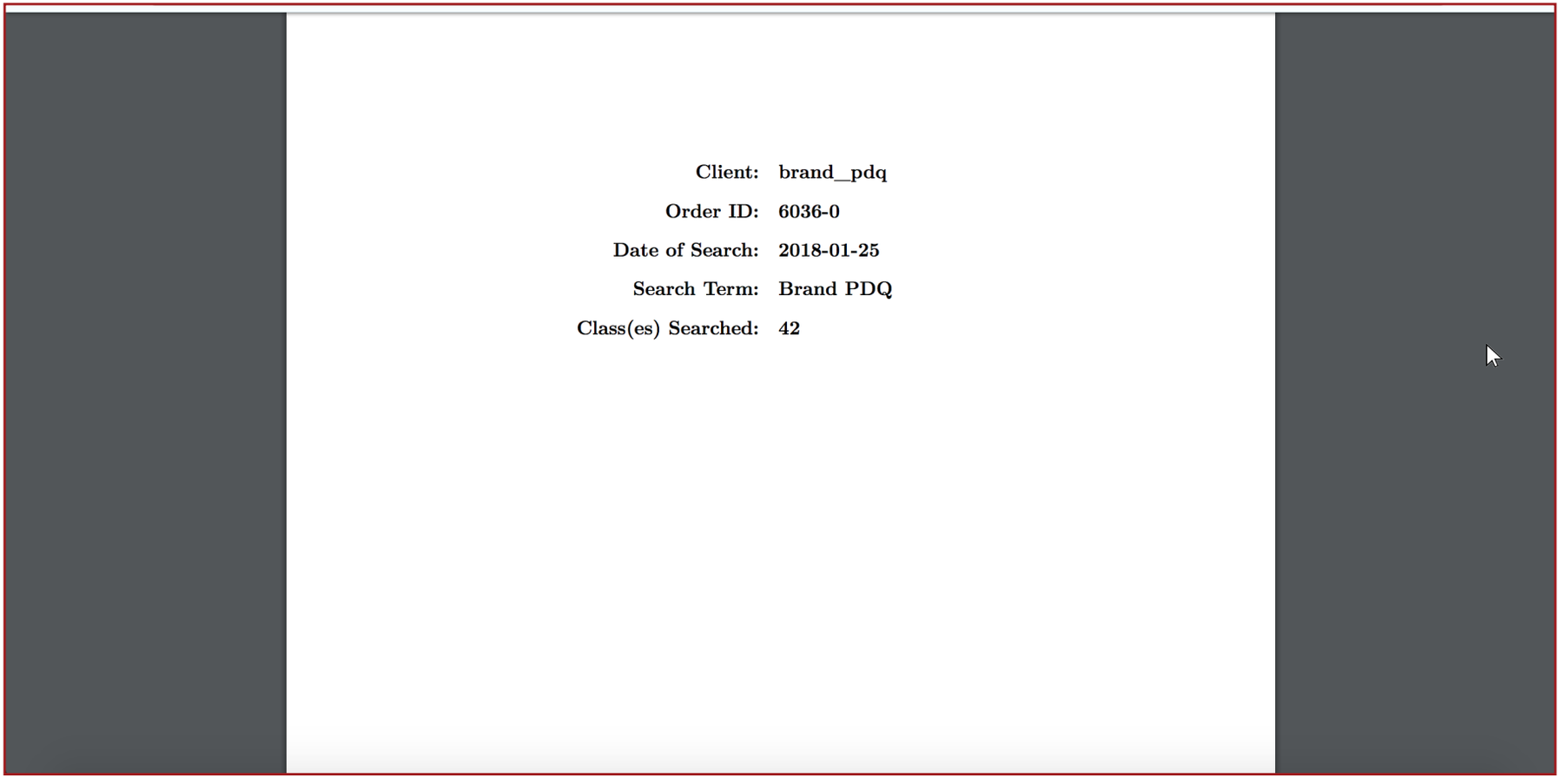


4. After loading, your PDF(s) will animate when ready located below the red section “Enforce It Reports”. Click on the icon located below the PDF column.

After

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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