The Global Brand Database: the User's guide

Content

Global Brand Database

QUICK SEARCH   BY BRAND NAME   BY BRAND LOGO   BY GOODS AND SERVICES   ADVANCED SEARCH   EXPLORE   DATA COVERAGE   TOOLS

Searching Trademark applications, appellations of origin, emblems and international non-proprietary names. Covering 62,261,355 records from 76 data sources. Check our data coverage

Brand name	Owner	Number	Combined

Search by brand name ...   Search

Ex: wipo, wip*, w?po

CHECK OUT OUR NEW FREE EXCITING TOOL!   September 11, 2023

Guiding trademark applicants in making the best choices for their goods and services terms and associated Nice classes. Take a look here to learn more.

Earlier news

▸ RECENT SEARCHES (10)

Menus

Quick search

This feature is designated for quick brand searches by brand name, owner of the brand and number of the brand:

Searching Trademark applications, appellations of origin, emblems and international non-proprietary names. Covering 53,433,605 records from 73 data sources. Check our data coverage

| Brand name | Owner | Number | Combined |

Search by brand name ...

Search

Ex: wipo, wip*, w?po, world AND (intell* OR property), ...

**NEW ADVANCED SEARCH NOW AVAILABLE**   April 12, 2023

This new interface allows users to search for trademarks using a wide range of criteria and filter results based on various factors, a feature that many users have been eagerly...

Earlier news

1.   Select the tab of interest, "Owner", for example

2.   Enter the criteria:

| Brand name | Owner | Number | Combined |

Search by owner name ...

ferrari

Search

Ex: wipo, wip*, w?po, world AND (intell* OR property), ...

3.   Click the search button
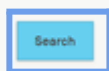
Search

Find similar by brand name

This feature is dedicated to the search of brand with brand name:

1.   Enter the name of the brand

Search by complex phrases or simple words and find different similarities.

Brand name

Refine the search by
- Exact similarity
- Fuzzy (matches are spelled similarity to entered term)
- Phonetic (matches sound like entered term)
- Embedded (matches contain entered term)
- Stemming (matches share the same stem or root like the entered term)

Owner name

Nice classification

Goods and services

Example: footwear, computer AND (software OR program*) AND NOT hardware, ...

Reset   Search

2. Define the strategy to apply to the search:

Search by complex phrases or simple words and find different similarities.

Brand name

Search strategy
- Embedded (results contain entered term)
- Match exact expression
- Fuzzy (results are spelled similarly to entered term)
- Phonetic (matches sound like entered term)
- Stemming (results share the same stem or root like the entered term)

Owner name

Designation country - Start typing for suggestions

Nice classification - Start typing for suggestions

Goods and services

Example: footwear, computer AND (software OR program*) AND NOT hardware, ...

Stemming: Removes common endings of words. Applies mostly to words in English language brands

Phonetic: Searches for brand names that sound similar to any of the entered words, in any order. Excludes exact matches in at least latin alphabet

Fuzzy: Searches for brand names that have a few letter difference with the words entered, in any order. Only useful with latin characters.

Match exact expression: The order of the characters and spacing between them will be respected, and brand names shorter or longer than the entered words will be excluded.

3. Enter additional criterias such as the Owner name, the Nice classification etc.

4. Click the Search button   Search

Find similar by brand logo

This feature is dedicated to the search of similar logo using images and additional filters (not compulsory)

1.   Upload an image either by browsing from your computer or dragging it

FIND SIMILAR BY BRAND LOGO

You can upload an image of the brand's logo you want to find similar registrations. Then, refine the search by similarity with the options that will appear to the right.

Refine the search by
- Conceptual similarity [determined by AI to match similar concepts]
- Shape similarity [similar lines with similar distribution - ignores colors]
- Color similarity [similar colors with similar distribution]
- Composite similarity [composite analysis based on color and edge information]

Vienna classification		US designs classification	
Example: 05.0713, 05.0713 AND 05.01.*, …		Example: 05.09.05, 05.09.05 AND 05.01.*, …	

Owner name		Designation	

Nice classification		Goods and services	
Example: 1 2 3, 1 AND (2 OR 3), …		Example: footwear, computer AND (software OR program*) AND NOT hardware, …	

2.   Define the strategy to apply to find similar logos:

Refine the search by
- ⦿ Conceptual similarity [determined by AI to match similar concepts]
- ○ Shape similarity [similar lines with similar distribution - ignores colors]
- ○ Color similarity [similar colors with similar distribution]
- ○ Composite similarity [composite analysis based on color and edge information]

Conceptual similarity to find brands that include an abstract concept

Shape similarity to find brand having a similar shape, colors will not be taken into account

Color similarity to find brands with similar colors but shape will be ignored

Composite similarity is a mix of shape and color

3. Add additional criterias such as the Vienna classification, the owner name, the Nice classification etc. It is no a compulsory step but will contribute to finding more relevant results

4. Click the search button   Search

5.   View the results and use the filters on the left hand-side to narrow down the number of results
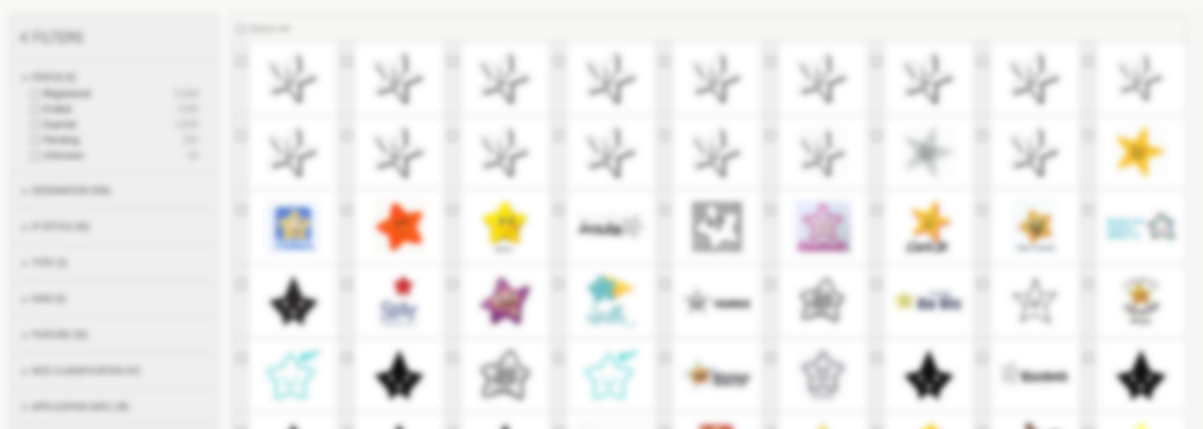
Find by goods and services

Tick the "Match exact expression" to find the keyword exactly like you entered it in the search field.

QUICK SEARCH   BY BRAND NAME   BY BRAND LOGO   **BY GOODS AND SERVICES**   ADVANCED SEARCH   EXPLORE   REPORTS   DATA COVERAGE

Goods and services

Example: footwear, computer AND (software OR program*) AND NOT hardware, …

☐ Match exact expression

☐ Only records younger than 6 months ▾

IP office - Start typing for suggestions   ▾

Reset   Search

You can select the office as well as the date of the records that will be included in the result list.

Advanced search

Searching for
Nice classification : all of
and :
Status :
and :
IP office : any of

Search

| Nice classification ▾ | all of ▾ | Nice classification - Start typing for suggestions |

AND | Status ▾ | ☐ Ended ☐ Expired ☐ Pending ☐ Registered ☐ Unknown |

| IP office ▾ | any of ▾ | IP office - Start typing for suggestions |

+ ADD A ROW

Sort by

○ Image / logo similarity
● Most relevant first
○ Least relevant first
○ Recent first
○ Oldest first
○ ST13 descending
○ ST13 ascending

This interface allows you to combine multiple search criterias. Those criterias can be selected in the drop-down menus:

Nice classification ▾

Status ▾

IP office ▾

And additional criterias can be added by clicking **+ ADD A ROW**

Use the middle column to specify the type of search you would like to perform, for example, for the application date, you can select a range:

Use the button on the right-hand side to change operator and/or to delete a search criteria:

The Sort by at the bottom of the interface will allow you to sort your results and also to add an image:

Sort by

- ○ Image / logo similarity
- ● Most relevant first
- ○ Least relevant first
- ○ Recent first
- ○ Oldest first
- ○ ST13 descending
- ○ ST13 ascending

◉ Image / logo similarity
○ Most relevant first
○ Least relevant first
○ Recent first
○ Oldest first
○ ST13 descending
○ ST13 ascending

2020_8.jpg (101 x 250)

Refine the search by
◉ Conceptual similarity (determined by AI to match similar concepts)
○ Shape similarity (similar lines with similar distribution - ignores colors)
○ Color similarity (similar colors with similar distribution)
○ Composite similarity (composite analysis based on color and edge information)

Use of wildcards, space, special character and Boolean operators

Wildcards

The following uses of wildcards are supported in the Global Brand Database:

* : any character any number of times - apple* = apple promotion, apple lightning, applewoods
? :any character exactly one single time - adid?s = adidus / a??le = amble, atole, antle, aigle, agile

'ab*'

'Ste* *obs'

'*ab'

2 wildcards max per field are supported.

The \ (Backslash) Character

- When placed before a special character(*-+?), it will ensure that that character is present in the trademarks retrieved and in the position specified.
- When searches include a special characters but space still has to be indicated, use the \ before the intended space: for example: green\ park*

Space

- when no special character is present, space will be searched as entered in the search.
- when special characters are already present, it will turned into an OR operator: for example 'red*green blue' will return brands starting with red and ending with green or brands called just 'blue'.
- when searches include a special characters but space still needs to be indicated, use the \ before the intended space: for example: green\ park*

Boolean operators

NOT and AND are supported.

NOT: brand names matching the expression after NOT would be excluded from the results.
AND: only brand names matching the expression before and after the "AND" would be included in the results.

Explore

This functionality provides access to statistical information. You can view related records from the result list or graphical information for the entire database without accessing individual records:

The column "Graphs" offers the different statistical options to filter the data, for example by "Top owners" or "Status" or "IP Office":

Then refine the date range again with the cursor:
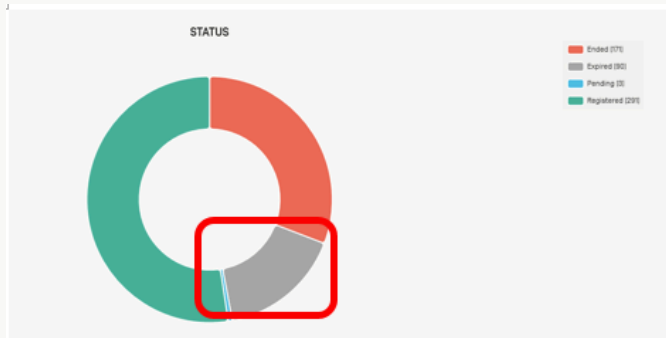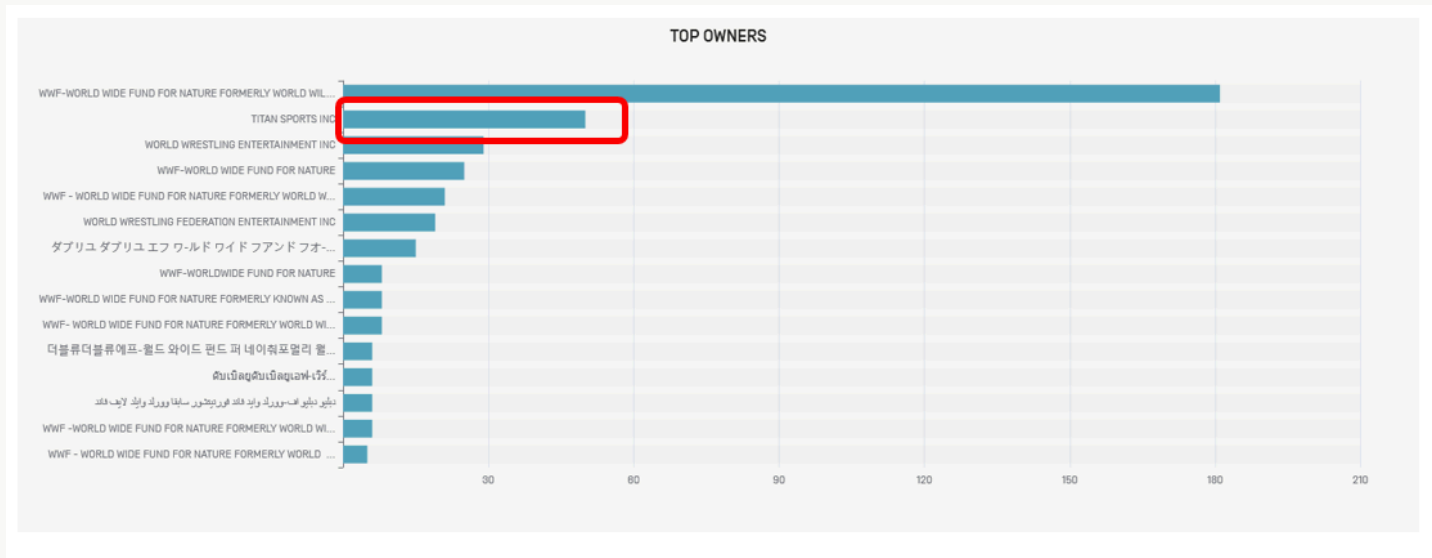
Each bar of graphs or portion of pie charts or country on maps are clickable in order to focus on a specific piece of information.

Once selected:
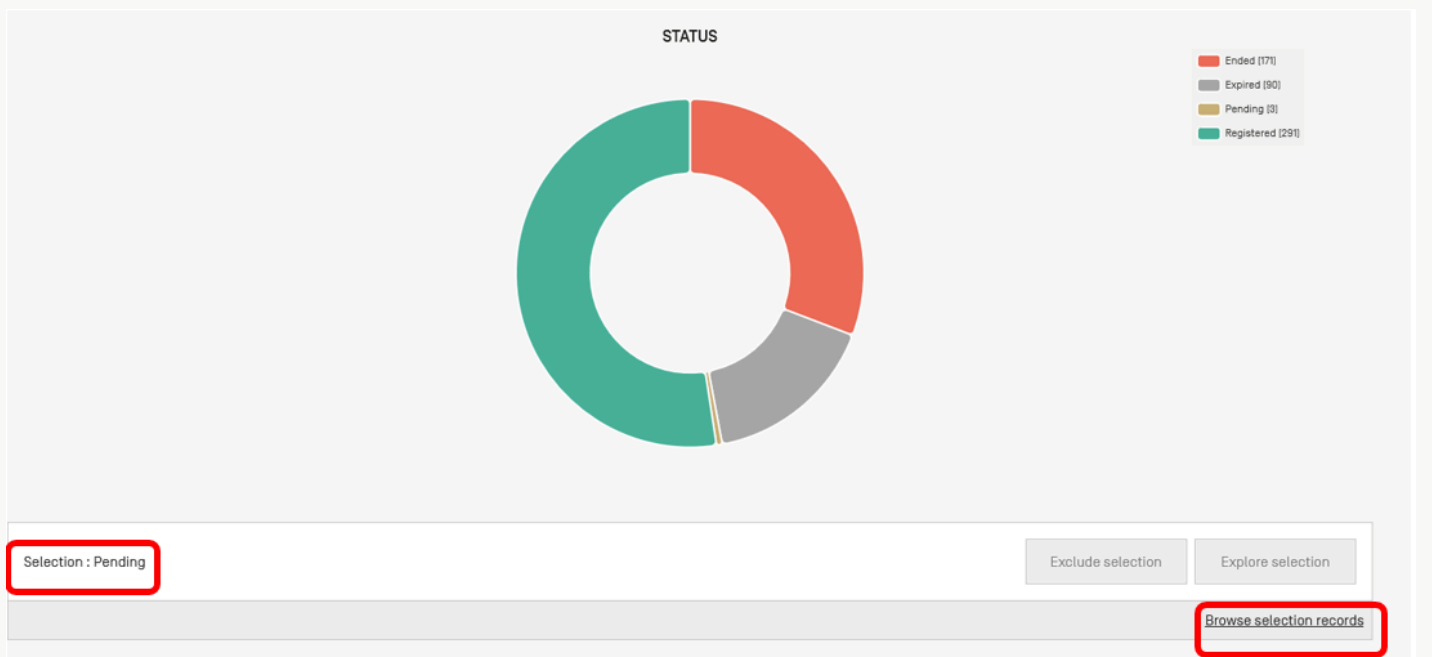
A "Browse selection records" button is available to see records belonging to that category

Further drilling down is available using the "Explore selection" button. The "Exclude selection" button can be used to eliminate some data.
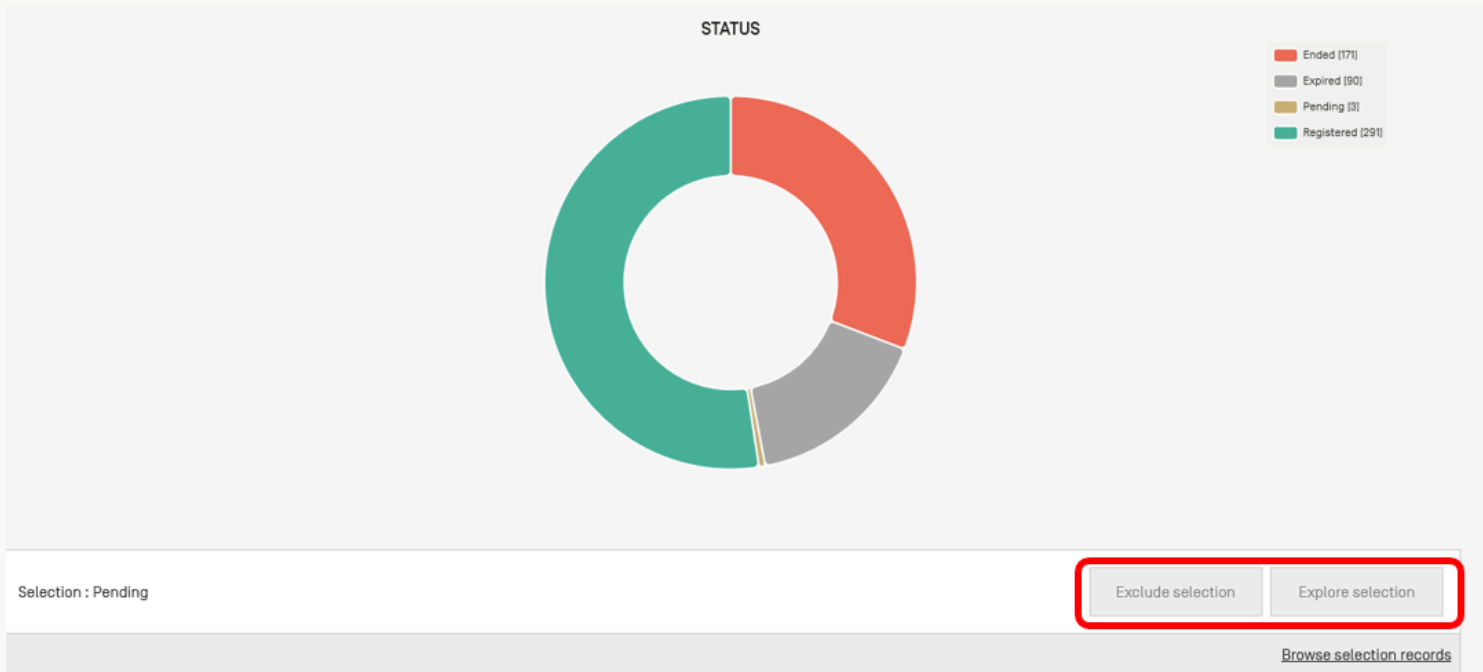
To select a date range use the cursor in the bar below the graph:
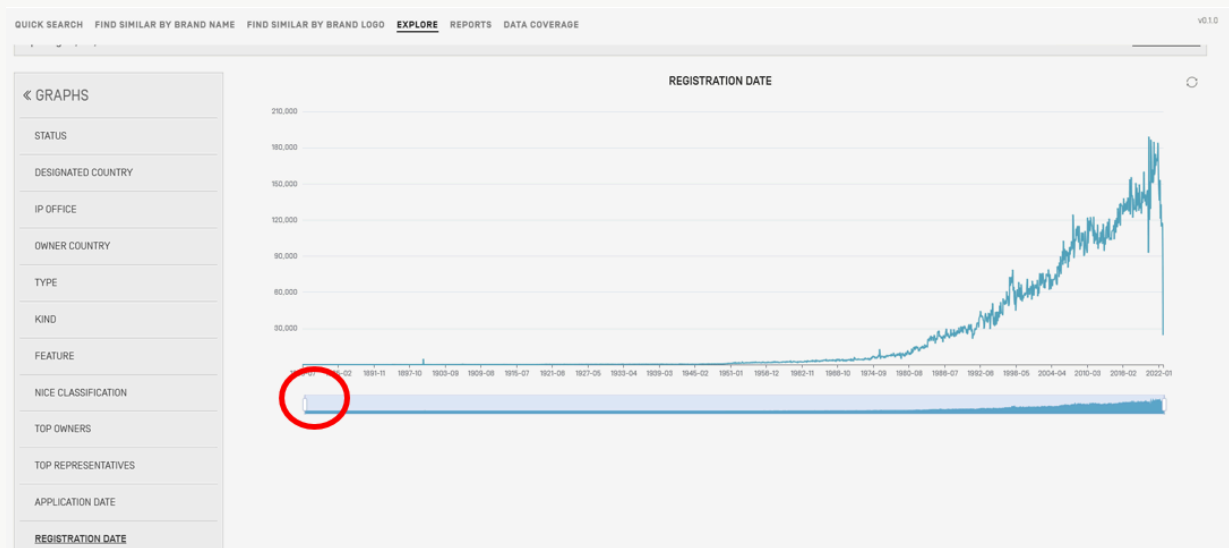
To obtain a smaller date range, first move the cursor to the smallest range possible and click the Explore range button:
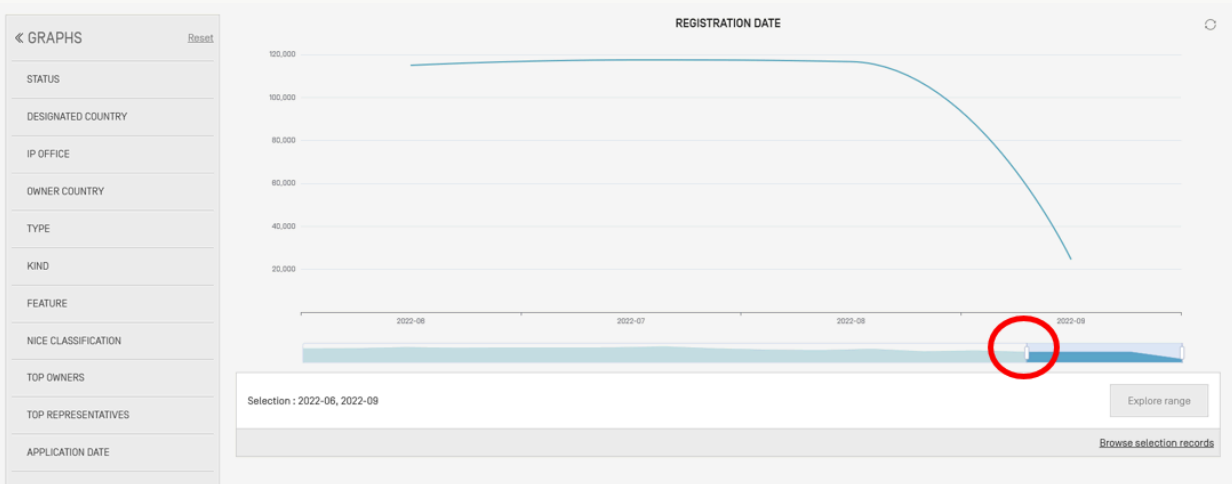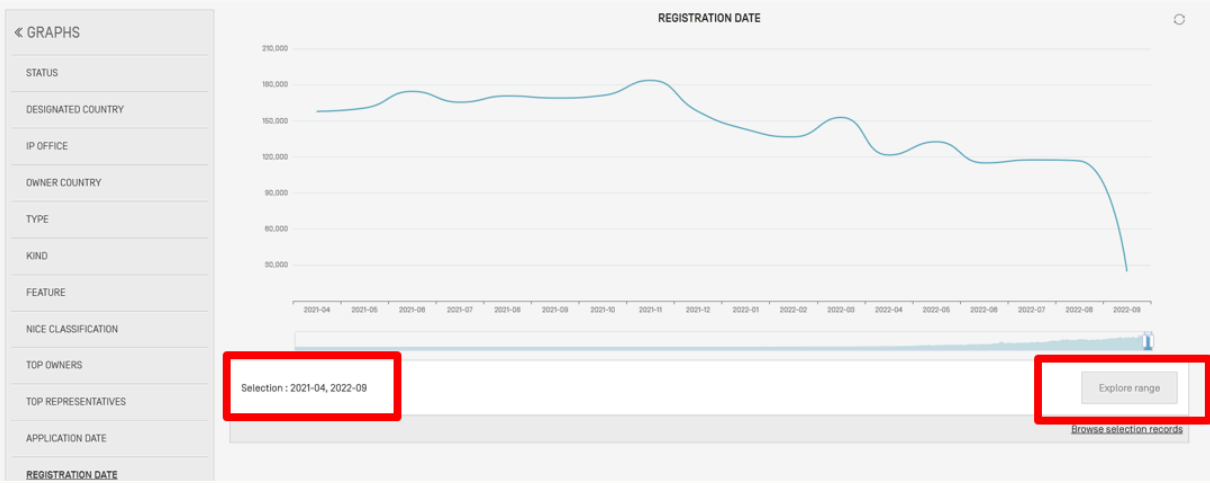
Data coverage

The collections available in the Global Brand Database are listed by regions.

 For each collection, information is provided about the total number of records available at the moment in the Global Brand Database, the starting date and end date of the coverage and the date of the last update.

Clicking the "Search and Explore this Dataset" will select the collection for the searches and data exploration

Tools

In the tools menu, you will find:
- the reports
- the Vienna Classification Assistant and
- the Goods and Services Assistant.

Reports

In order to create reports, once in the result list:

1. Select records of interest – a max of 180- to be added to the report using the small check boxes:

2. Click the Add to report button

3. Give a name to a new report or select an existing report

4. Access the reports from the tools menu
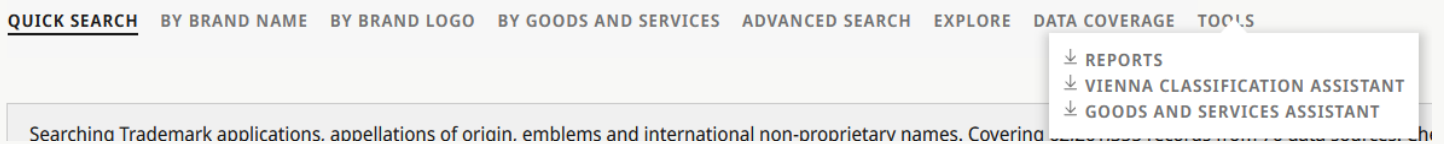
5. Select the report and then the download option: PDF or Excel:

The Vienna Classification Assistant
Developed by WIPO, the Vienna Classification Assistant is an artificial intelligence (AI)-based tool to help users classify trademark images according to the Vienna Classification more easily

The Goods and Service Assistant
Developed by WIPO, the Goods and Services Assistant is a tool designed to provide assistance to trademark applicants when selecting appropriate Goods and Services terms and their associated Nice classification in different languages during the filing process. This tool also provides support to trademark examiners in IP offices in their validation of trademark applications.

Result list

Depending on the search performed, the result list will be displayed as a list, a grid or a gallery:

The display can be easily changed by clicking the "Change layout" button:

The results can also be sorted using the "Sort results button":

The results can also be sorted using the "Sort results button":

The number of results per page can be selected using the "Results per page" button:
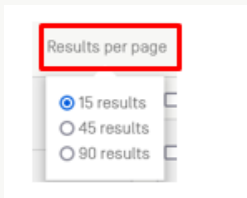
View results

Click on the record of interest to access all the information available:

To download the record in PDF just click the "Download PDF" button.

The Office the record belongs to is clearly indicated with a link to the database of the office in question when available to see the record in the database of the office:

Download results

 Result downloading is limited to first 180 records of the result list. The "Download results" button is available above the result list:

2 formats are available: PDF or Excel.

How to search classification/goods & services

To search classifications and goods and services, first refine the database in the Explore menu:

Then enter your search criterias:

All filters are then available to further dig down:
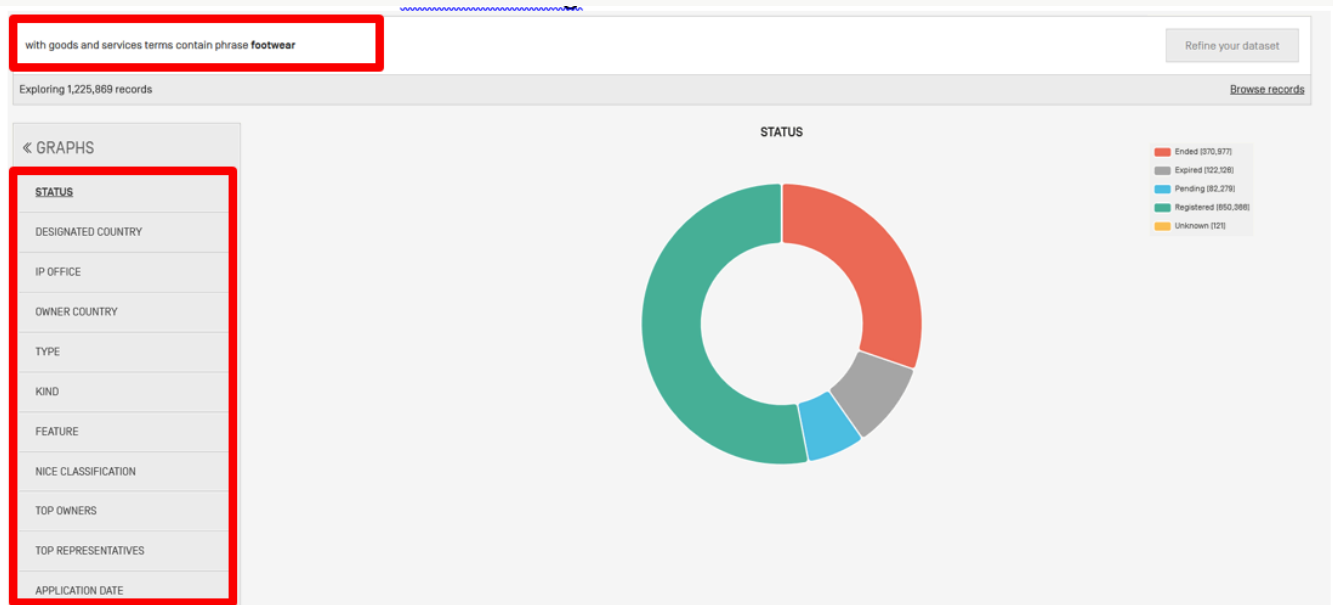
How to search INNs

INNs are by default included in your search results. If you would like to specifically focus on INNs only, select the collection of WHO (World Health Organization) in the Data coverage:

In Explore, you can access the Proposed (pending) and Recommended (registered)

You can search by:

- Number

- Name in Quick Search

- Name in Search by Brand Name

How to search Lisbon and 6ter data

Select the collection of interest in the Data Coverage menu: