

# The Global Brand Database: the User's guide

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## 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

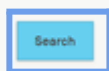
This [new interface](#) allows users to search for trademarks using a wide range of criteria and filter results based on various factors, a feature that many users have been eagerly...

[Earlier news](#)

1. Select the tab of interest, "Owner", for example
2. Enter the criteria:

Brand name	Owner	Number	Combined
Search by owner name ...			Search
ferrari			
Ex: wipo, wip*, w?po, world AND (intell* OR property), ...			

3. Click the search button



## 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 <input checked="" type="radio"/> Exact similarity <input type="radio"/> Fuzzy (matches are spelled similarity to entered term) <input type="radio"/> Phonetic (matches sound like entered term) <input type="radio"/> Embedded (matches contain entered term) <input type="radio"/> 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:

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

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

Brand name	Search strategy <input checked="" type="radio"/> Embedded (results contain entered term) <input type="radio"/> Match exact expression <input type="radio"/> Fuzzy (results are spelled similarly to entered term) <input type="radio"/> Phonetic (matches sound like entered term) <input type="radio"/> 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




## 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: 05.0710, 05.0710 AND 05.01, ... Example: 05.09.05, 05.09.05 AND 05.01, ...

Owner name  Designation

Nice classification  Goods and services

Example: 12.1, 1 AND 12.3, ... 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

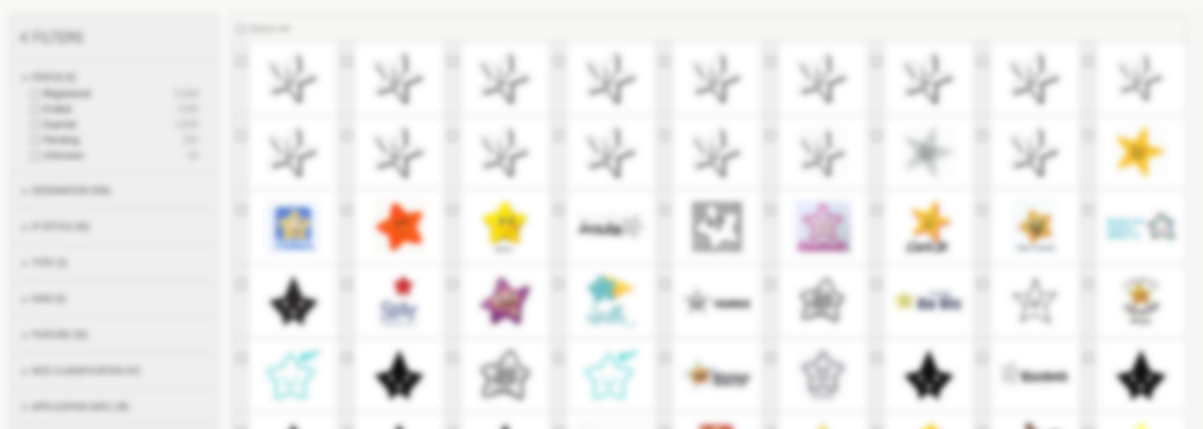
Composite similarity is a mix of shape and color

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



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  Match exact expression

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

Only records younger than 6 months

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 :  Ended  Expired  Pending  Registered  Unknown

and:

IP office : any of

AND

+ 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

+ ADD A ROW

And additional criterias can be added by clicking

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:

Application	▼	Younger than	▼
-------------	---	--------------	---

- Younger than
- Older than
- Range
- Precise day

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

Convert to AND/OR



Application	▼	Younger than	▼	YYYY-MM-DD		
<input checked="" type="radio"/> ISO8601 (YYYY-MM-DD) <input type="radio"/> European (DD/MM/YYYY) <input type="radio"/> American (MM/DD/YYYY)						
AND	OR	Status	▼	<input type="checkbox"/> Ended <input type="checkbox"/> Expired <input type="checkbox"/> Pending <input type="checkbox"/> Registered <input type="checkbox"/> Unknown	Convert to AND/OR	
		Brand name	▼	equals	▼	star
<p>+ ADD A ROW</p>						
		IP office	▼	any of	▼	IP office - Start typing for suggestions

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

## Sort by

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



### 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.

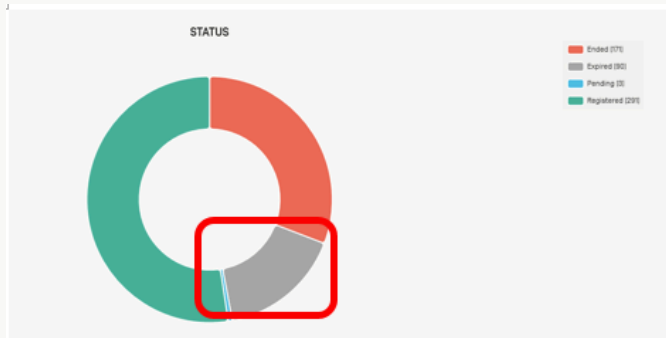
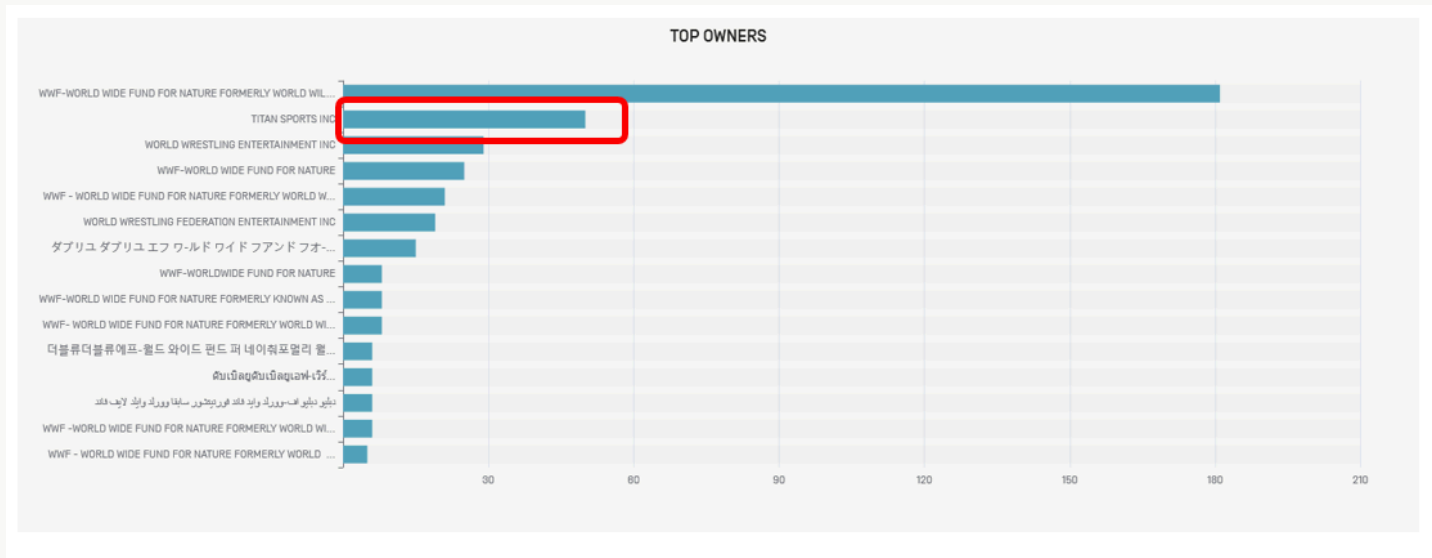
AND: only brand names matching the expression before and after the "AND" would be included in the results.

## 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:

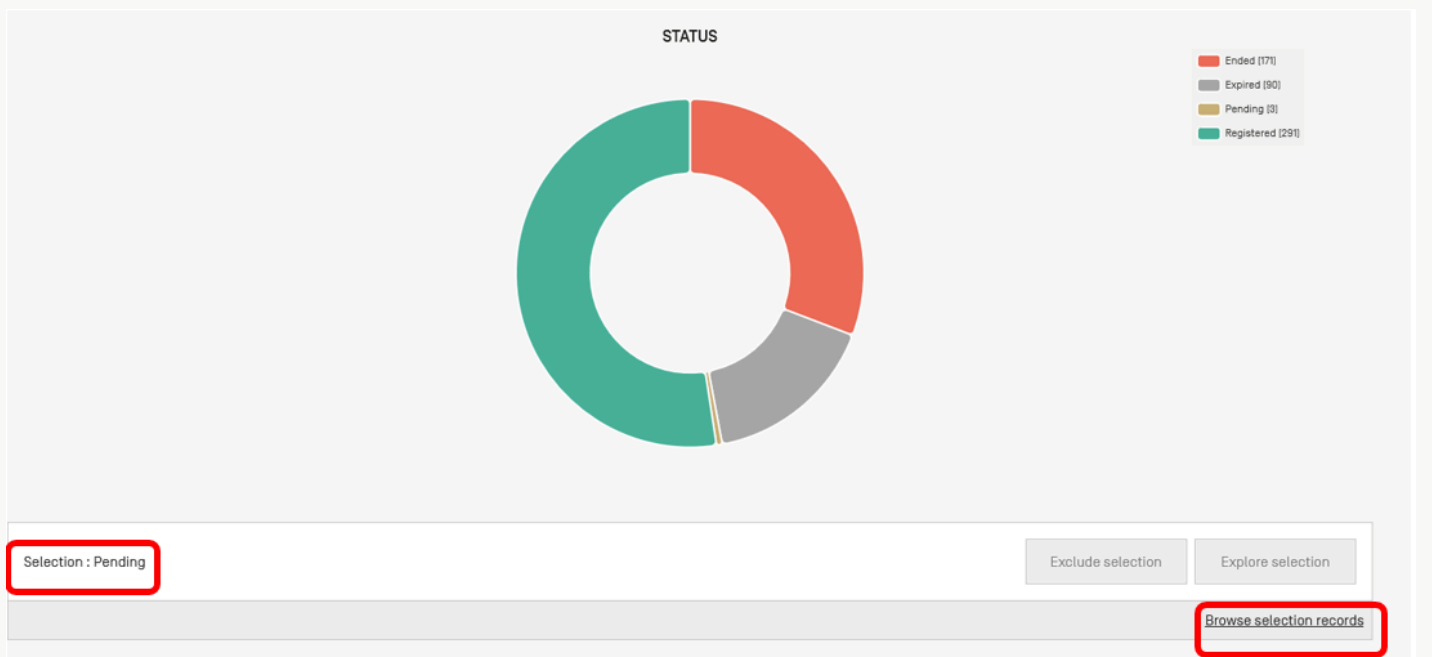






Each bar of graphs or portion of pie charts or country on maps are clickable in order to focus on a specific piece of information.

Once selected:



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

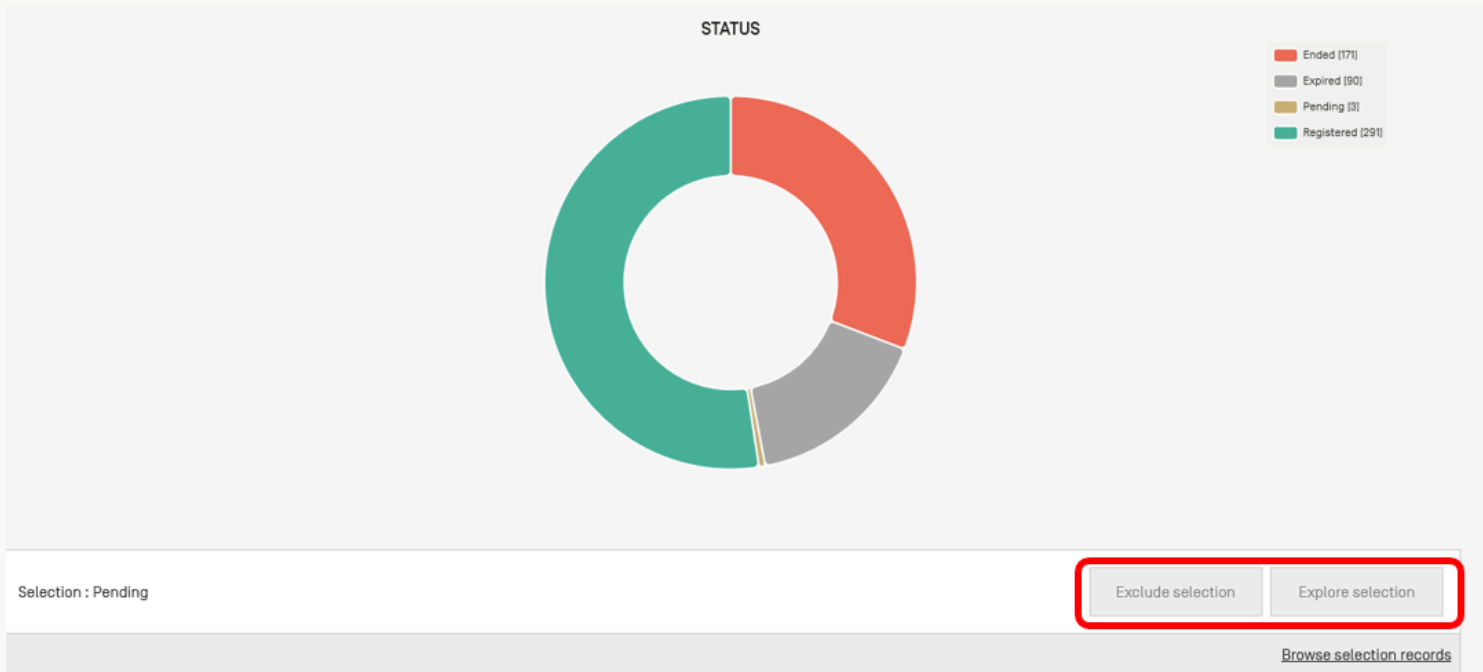
exact brand name wwf  
14/100 Pending

Displaying 1-3 of 3 results (Recent first) [Back to starts](#)

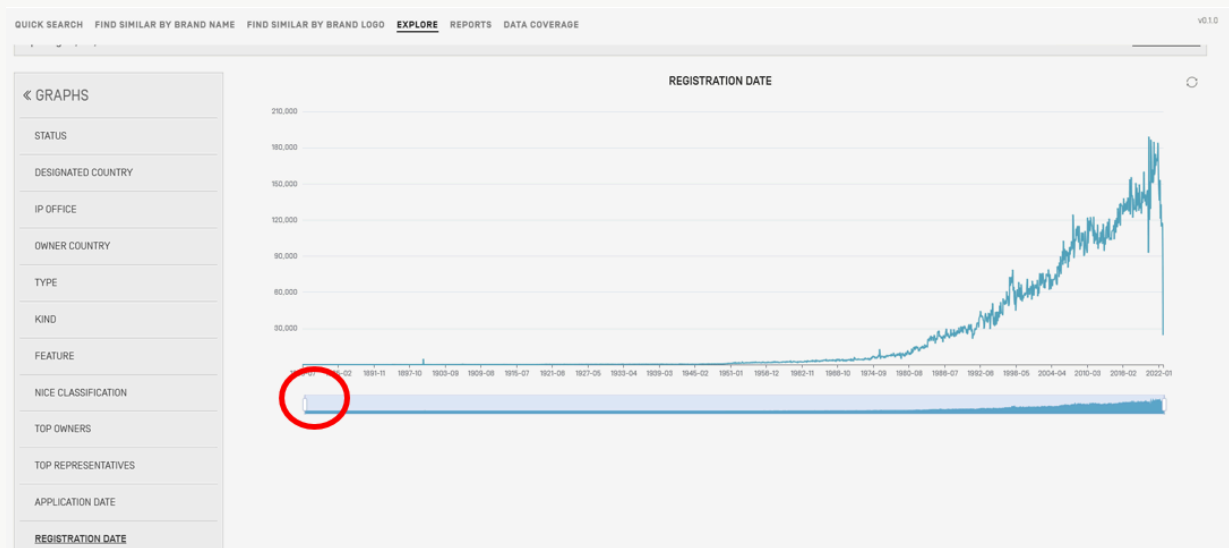
Change layout | Sort results | Results per page | Download results

Select all	Logo	IP Office	Status	Owner
<input type="checkbox"/>		WI National Trademark Application Designation Korea (Republic of)	Status Pending (November 30, 2026) Number 40212020892	Owner Wwf (Korea (Republic of))
<input type="checkbox"/>		WI National Trademark Application Designation Mexico	Status Pending (December 1, 2016) Number 0788523807	Nice class 35 Owner Wwf-WORLD WIDE FUND FOR NATURE (S...
<input type="checkbox"/>		WI National Trademark Application Designation Zimbabwe	Status Pending (September 8, 2000) Number ZWI/00001358	Nice class 16 Owner Wwf (Switzerland)

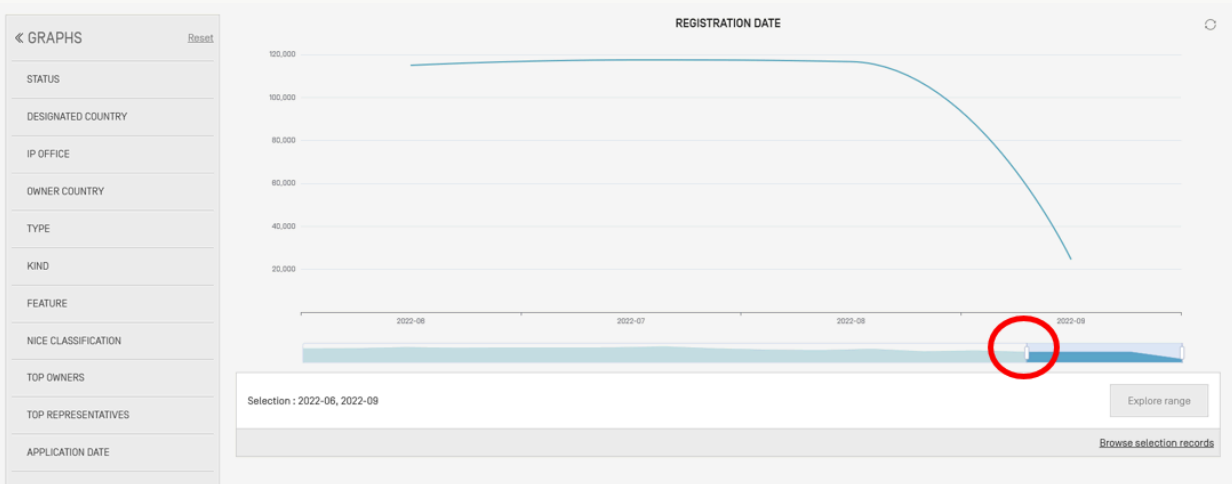
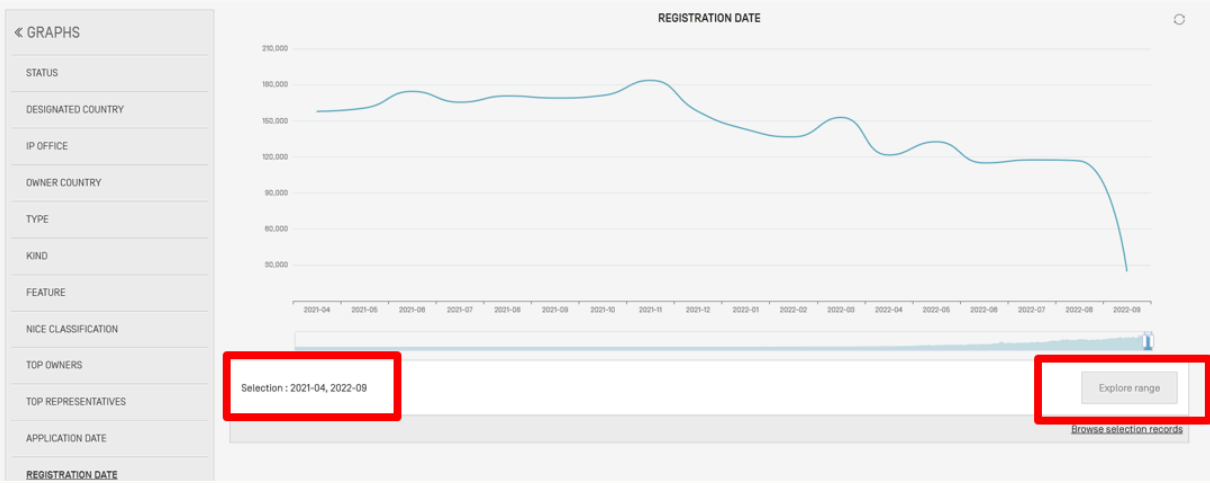
Further drilling down is available using the “Explore selection” button. The “Exclude selection” button can be used to eliminate some data.



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

**PACRA (ZAMBIA)**

Number of records 24,707  
 Coverage from March 24, 1883  
 Coverage to April 20, 2022  
 Last updated September 7, 2022



[Search and Explore this Dataset](#)

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**QUICK SEARCH**    FIND SIMILAR BY BRAND NAME    FIND SIMILAR BY BRAND LOGO    EXPLORE    REPORTS    DATA COVERAGE - PACRA (ZM)

**QUICK SEARCH**

Searching 24,707 Trademark applications from IP Office PACRA (Zambia). [Check our data coverage](#)

Brand name	Owner	Number
Search by brand name ... <span style="float: right;">Search</span>		
Ex: wipo, wip*, w?po, world AND [intell* OR property], ...		

## Tools



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

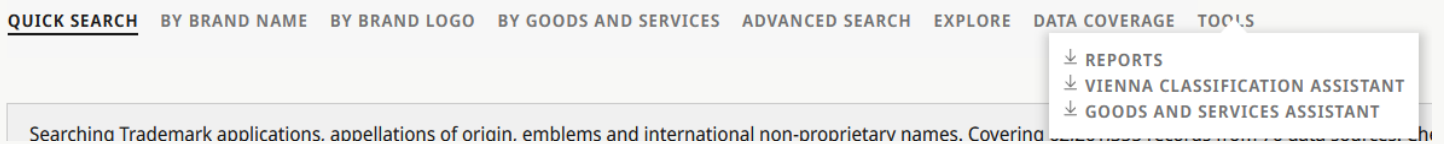
Add to report Cancel

Add those 5 entries to the report :

New report : Report name  
ring

Add to report

### 4. Access the reports from the tools menu



### 5. Select the report and then the download option: PDF or Excel:

## REPORTS

▼ RING [5]

Download PDF Download Excel Delete

<input type="checkbox"/>	Select all
<input type="checkbox"/>	RING RING
<input type="checkbox"/>	RING - RING
<input type="checkbox"/>	RING RING
<input type="checkbox"/>	ring ring ring
<input type="checkbox"/>	Ring Ring Ringl

Image	Report Name	Designation	Status	Nice class	Owner
	IPR Regional Trademark Registration	Designation European Union	Status Registered (October 26, 2015) Number 014289177	Nice class 9, 35, 41	Owner Janine F. Hogendoorn (Netherlands)
	IPR National Trademark Registration	Designation Italy	Status Registered (June 29, 2007) Number 0001054540	Nice class 9, 10	Owner NIX COMPANY LTD. (Italy)
	IPR National Trademark Registration	Designation Italy	Status Registered (May 26, 2001) Number 0000846087	Nice class 16	Owner CAVALLINI S.R.L. (Italy)
	IPR National Trademark Application	Designation Japan	Status Pending (April 29, 2022) Number 2022-049373	Nice class 8, 28, 41	
	IPR National Trademark Registration	Designation Japan	Status Expired (August 13, 2021) Number 5431858	Nice class 43	Owner 株式会社麦の穂

### 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:

Change layout | Sort results | Results per page | Download results

< FILTERS

- STATUS (5)
  - Registered 248
  - Expired 129
  - Ended 94
  - Pending 16
  - Unknown 2
- DESIGNATION (208)
- IP OFFICE (54)
- TYPE: Trademark

Select all

	IP National Trademark Registration Designation Egypt Status Registered (May 16, 1999) Number 086669	Nice class 1 Owner كارجيل انكور بورتياك (USA)
	IP National Trademark Registration Designation Egypt Status Registered (March 13, 2000) Number 086670	Nice class 30 Owner كارجيل انكور بورتياك -شركة بخندا بخندا (USA)
	IP National Trademark Registration Designation Egypt Status Expired (April 30, 2003) Number 086666	Nice class 36 Owner كارجيل انكور بورتياك -شركة بخندا بخندا (USA)
	IP National Trademark Registration Designation Egypt Status Registered (March 14, 2000) Number 086671	Nice class 31 Owner كارجيل انكور بورتياك -شركة بخندا بخندا (USA)
	IP National Trademark Registration Designation Egypt Status Registered (December 24, 1998)	Nice class 29

Change layout | Sort results | Results per page | Download results

< FILTERS

- STATUS (5)
  - Registered 248
  - Expired 129
  - Ended 94
  - Pending 16
  - Unknown 2
- DESIGNATION (208)
- IP OFFICE (54)
- TYPE: Trademark
- KIND (2)
- FEATURE (1)
- NICE CLASSIFICATION (48)

Select all

	IP National Trademark Registration Designation Egypt Status Registered (May 16, 1999) Number 086669 Nice class 1 Owner كارجيل انكور بورتياك (USA)		IP National Trademark Registration Designation Egypt Status Registered (March 13, 2000) Number 086670 Nice class 30 Owner كارجيل انكور بورتياك -شركة بخندا بخندا (USA)		IP National Trademark Registration Designation Egypt Status Expired (April 30, 2003) Number 086666 Nice class 36 Owner كارجيل انكور بورتياك -شركة بخندا بخندا (USA)
	IP National Trademark Registration Designation Egypt Status Registered (March 14, 2000) Number 086671 Nice class 31 Owner كارجيل انكور بورتياك -شركة بخندا بخندا (USA)		IP National Trademark Registration Designation Egypt Status Registered (December 24, 1998) Number 086668 Nice class 29 Owner كارجيل انكور بورتياك (USA)		IP National Trademark Registration Designation Germany Status Expired (July 1, 2016) Number 893150 Owner Cargill, Incorporated (USA)

Change layout | Sort results | Results per page | Download results

< FILTERS

- STATUS (5)
  - Registered 248
  - Expired 129
  - Ended 94
  - Pending 16
  - Unknown 2
- DESIGNATION (208)
- IP OFFICE (54)
- TYPE: Trademark
- KIND (2)

Select all

1 2 3 4 5

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

Change layout | Sort results | Results per page | Download results

< FILTERS

- STATUS (5)
  - Registered 248
  - Expired 129
  - Ended 94
  - Pending 16

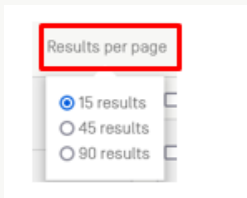
Select all

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:

A screenshot of a trademark record page. The title is "IL MARCHIO CONSISTE NELLA SILHOUETTE DI UN TORO" and it is a "REGISTERED TRADEMARK - UIBM (Italy)". The page includes a "Download PDF" button highlighted with a red box. The record details are as follows:

210 Serial number	2011902001152	220 Application date	November 30, 2011
111 Registration number	0001499538	151 Registration date	July 5, 2012
551 Kind of mark	Individual		
550 Type of mark	Other		
511 Nice classification	3, 8, 9, 14, 16, 18, 20, 24, 25, 27, 30, 32, 33, 35, 36, 43		

The page also features a silhouette of a bull's head and a "Find similar logos" link. Below the record details is a section for "NAMES AND ADDRESSES" with the following information:

OWNER(S)	
731 Applicant information	TONINO LAMBORGHINI SPA
- Kind	Legal entity
- Country	Italy

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:

IP OFFICE - UIBM (Italy)

UIBM

- Trademark official status  
Registered
- Designated countries  
Italy

Disclaimer: Global Brand Database does not ensure the correctness nor the completeness of the information. [Click here to see the record in office of origin.](#)

## Download results

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

Change layout | Sort results | Results per page | **Download results**

PDF  
Excel

Only the first 180 records will be exported

Filters: STATUS (5), DESIGNATION (118), IP OFFICE (57)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
COCOA	COCOA	COCOA	COCOA	COCOA	COCOA	COCOA	COCOA	COCOA	COCOA
COCOA	COCOA	COCOA	COCOA	COCOA	COCOA	COCOA	COCOA	COCOA	COCOA

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:

QUICK SEARCH | FIND SIMILAR BY BRAND NAME | FIND SIMILAR BY BRAND LOGO | **EXPLORE** | REPORTS | DATA COVERAGE

all records

Exploring 52,279,360 records

Refine your dataset

DESIGNATED COUNTRY

10797572

1

Filters: STATUS, DESIGNATED COUNTRY, IP OFFICE, OWNER COUNTRY, TYPE, KIND, FEATURE, NICE CLASSIFICATION, TOP OWNERS, TOP REPRESENTATIVES, APPLICATION DATE

Then enter your search criterias:



## EXPLORE

Refine your dataset by searching

Names

Brand name

Owner name

Representative name

Classification

Nice classification

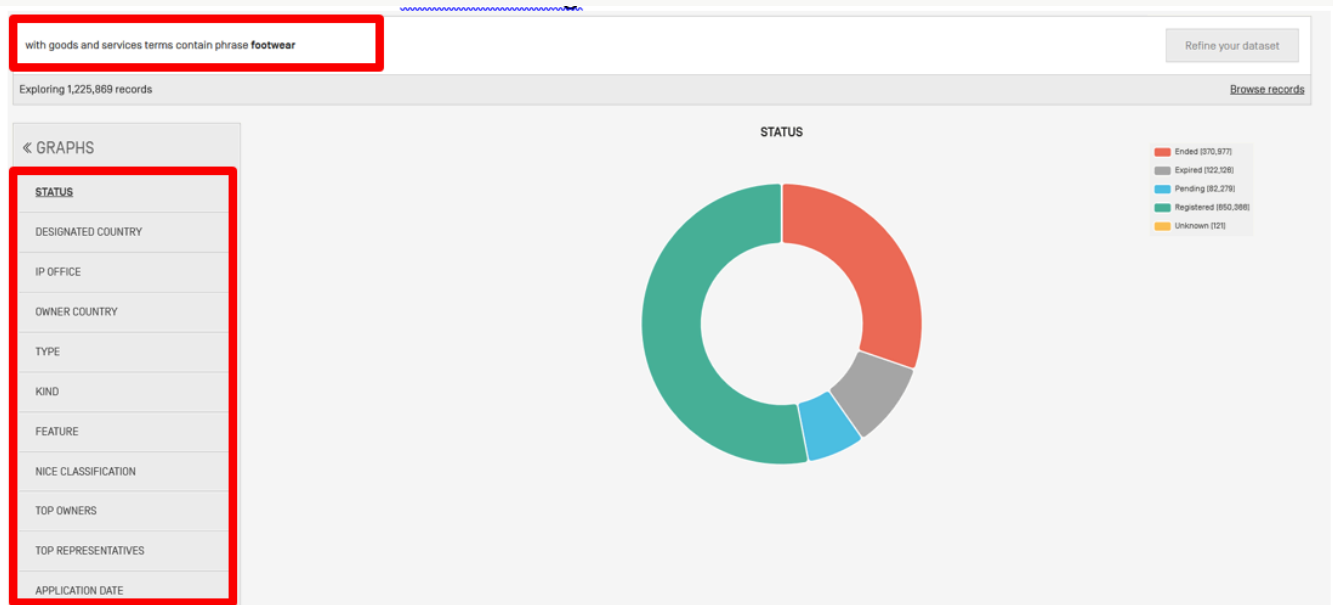
Example: 12.1 AND (2 OR 3), ...

Goods and services

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

Reset Explore






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:

▼ Multinational and IB

<b>WHO (WORLD HEALTH ORGANIZATION)</b> Number of records 6,930 Last updated April 6, 2023  <a href="#">Search and Explore this Dataset</a>	<b>EUIPO (EUROPEAN UNION)</b> Number of records 1,455,647 Coverage from April 1, 1996 Coverage to February 13, 2023 Last updated February 13, 2023  <a href="#">Search and Explore this Dataset</a>
<b>6ter (WIPO)</b> Number of records 2,561 Last updated November 19, 2022  <a href="#">Search and Explore this Dataset</a>	<b>Lisbon (WIPO)</b> Number of records 688 Last updated November 29, 2022  <a href="#">Search and Explore this Dataset</a>
<b>Madrid (WIPO)</b> Number of records 786,351 Coverage from August 29, 1946 Coverage to February 20, 2023 Last updated November 30, 2022  <a href="#">Search and Explore this Dataset</a>	

Searching 11,454 WHO International Nonproprietary Names from IP Office WHO (World Health Organization). [Check our data coverage](#)

Brand name	Owner	Number	Combined
Search by brand name ...			
Ex: wipo, wip*, w?po, world AND [intell* OR property], ...			

**SAVE YOUR SEARCHES IN GBD** January 4, 2023  
Once logged-in with your WIPO account, you can save your searches by clicking the "save search" button in the result list....

[EARLIER NEWS](#)

## RECENT SEARCHES (10)

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

All records

Refine your dataset Save search

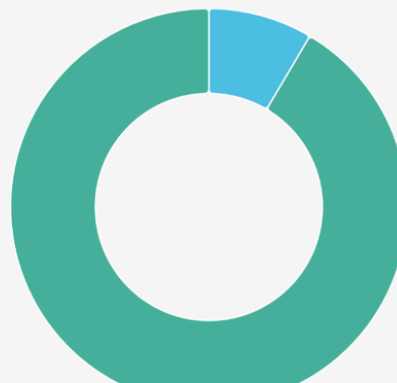
Exploring 11,454 records

[Browse records](#)

GRAPHS

STATUS

Pending (974)  
Registered (10,480)



You can search by:

- Number

Searching 11,454 WHO International Nonproprietary Names from IP Office WHO (World Health Organization). [Check our data coverage](#)

Name	Owner	Number	Combined
Search by number ...			
PIE15			
Ex: 123456, 1234*, XX/Y/12345, US501995075004828 ...			

- Name in Quick Search

Searching 11,454 WHO International Nonproprietary Names from IP Office WHO (World Health Organization). [Check our data coverage](#)

Name	Owner	Number	Combined
Search by name ...			
mepyramine			
Ex: wipo, wip*, w?po, world AND [intell* OR property], ...			

- Name in Search by Brand Name

Name	Refine the search by
colistin	<input checked="" type="radio"/> Exact similarity <input type="radio"/> Fuzzy [matches are spelled similarity to entered term] <input type="radio"/> Phonetic [matches sound like entered term] <input type="radio"/> Embedded [matches contain entered term] <input type="radio"/> Stemming [matches share the same stem or root like the entered term]

Name	Refine the search by
levo*	<input type="radio"/> Exact similarity <input checked="" type="radio"/> Fuzzy [matches are spelled similarity to entered term] <input type="radio"/> Phonetic [matches sound like entered term] <input type="radio"/> Embedded [matches contain entered term] <input type="radio"/> Stemming [matches share the same stem or root like the entered term]

## How to search Lisbon and 6ter data

Select the collection of interest in the Data Coverage menu:

▾ Multinational and IB

<p><b>WHO (WORLD HEALTH ORGANIZATION)</b>            Number of records 6,930            Last updated April 6, 2023</p>  <p><a href="#">Search and Explore this Dataset</a></p>	<p><b>EUIPO (EUROPEAN UNION)</b>            Number of records 1,455,647            Coverage from April 1, 1996            Coverage to February 13, 2023            Last updated February 13, 2023</p>  <p><a href="#">Search and Explore this Dataset</a></p>
<p><b>6ter (WIPO)</b>            Number of records 2,561            Last updated November 19, 2022</p>  <p><a href="#">Search and Explore this Dataset</a></p>	<p><b>Lisbon (WIPO)</b>            Number of records 688            Last updated November 29, 2022</p>  <p><a href="#">Search and Explore this Dataset</a></p>
<p><b>Madrid (WIPO)</b>            Number of records 786,351            Coverage from August 29, 1946            Coverage to February 20, 2023            Last updated November 30, 2022</p>  <p><a href="#">Search and Explore this Dataset</a></p>	