

**CORSEARCH**

# **Trademarks, Brand and Content Protection**

**Jan 2024**

# Why Choose Corsearch?

▶ **We support you throughout your brand's lifecycle**

▶ **Trademark Solutions**

Trademark Screening Solutions

Expert Trademark Services

▶ **Brand Protection**

Online Brand Protection

Intelligence Services

▶ **Content Protection**

Anti-piracy

# Why Choose Corsearch?

Whether you're a brand owner, a trademark attorney, corporate general counsel, a brand protection professional, or anti-piracy specialist, we support your brand clearance and protection needs.

To customers in these roles and many more, we supply technologically-advanced solutions that enable them to focus on reducing risk and empowering growth for their organizations.



## EXPERIENCED PARTNER

**Knowledgeable, customer-focused analysts** with decades of experience serving clients in every industry & jurisdiction.



## TRUSTED DATA QUALITY & AI

Our data is **global, rigorous**, and trusted by many of the world's biggest corporate legal departments & law firms, which is combined with **10+ years of advanced AI development** for reliable results.



## INTUITIVE PLATFORM & TIME-SAVING TOOLS

Review and analyze your results on an **intuitive & collaborative platform** that allows you to create & share customizable reports. Fast, **intelligent, easy-to-use software** & analytics that extend & augment your capabilities.

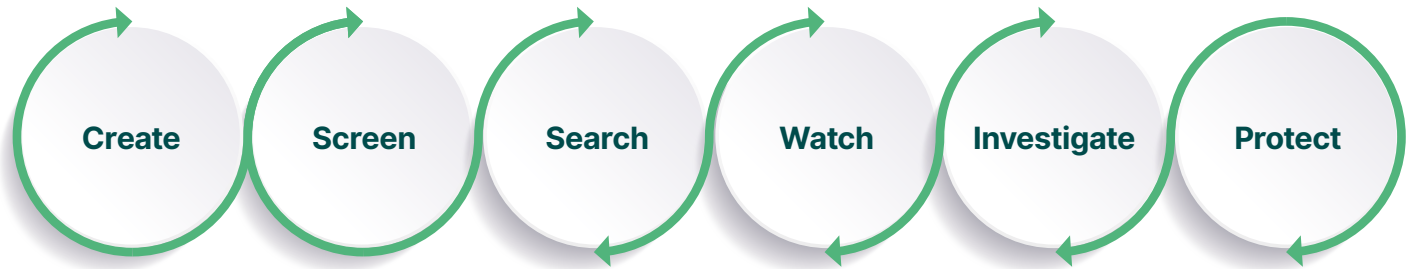


## END-TO-END SERVICES

A **holistic trademark clearance to brand protection solution** based on continuous monitoring of top-quality global data from an extensive range of channels.

Through innovative tools and expert services, we give brands and law firms the data and solutions they need to reduce risk and grow brand value.

# We support you throughout your brand's lifecycle



## CREATE

Generate name suggestions that resonate with brand values and market trends.

## SCREEN

Viability check of your new brand names and logos online in powerful platforms offering global coverage.

## SEARCH

Comprehensive clearance thanks to full search conducted by Expert Researches using robust search engine or online AI powerful similarity search.

## WATCH

Maintain your brand's uniqueness & ensure its continued value with Corsearch Watch.

## INVESTIGATE

Identify potential conflicting brands by using Investigative tools on our platform or requesting an In-use Investigation.

## PROTECT

Protect your valuable assets globally with the Corsearch Brand Protection Solution & Content Protection.

# Trademarks

**Trademarks, Brand Protection, Content Protection**

# Trademark Screening Solutions



## ExaMatch™

ExaMatch™ is a **robust knockout tool**, with much more to offer. Screen new candidates, or analyze brands, owners, representatives and products for unparalleled business intelligence.

- ✓ Instant Screening
- ✓ Intuitive Owner & Brand Dashboards
- ✓ Powerful Business Intelligence



## LogoCheck™

LogoCheck™ is a **state-of-the-art, intelligent image recognition tool**. Its artificial intelligence is based on a deep learning neural network rigorously trained using millions of logo image samples, displaying & ranking your logo search results in seconds.

- ✓ Instant Global Logo Image Data
- ✓ Access to Mark & Competitor Information
- ✓ Great Precision & Fewer Irrelevant Results



## NameCheck™

Powered by artificial intelligence, NameCheck™ is a **powerful online trademark similarity search tool**, helping you to move your trademark candidates seamlessly from knockout to clearance search.

- ✓ Instant Intelligent Search
- ✓ Brand Strength at a Glance
- ✓ Collaborative & Customizable Reporting



## Screening

Efficiently narrow down prospective trademarks to your strongest candidates by **writing your own queries** or benefitting from our automated phonetic & similarity-based search engine.

- ✓ Bulk screen up to 150 names with Knockout Mode and PharmaCheck
- ✓ Instantly access comprehensive trademark and industry-specific databases
- ✓ Workflow tools with collaborative & customizable reporting

# Trademark Expert Services



## Searching

For **comprehensive results & best-in-class customer service on trademark searches** for word marks, logo marks, designs, domain names, and company names. Expert research combined with the latest technology to give you the results you need!

- ✓ Highly trained & expert researchers working with a powerful search engine
- ✓ Review and analyze your results on an intuitive platform
- ✓ Quickly identify the most relevant marks with Corsearch Focus™



## Watching

We watch new global trademark filings and publications of marks that may be confusingly similar to yours. The team then **delivers rapid, relevant watch notifications** so you have time to make decisions concerning possible oppositions or related procedures.

- ✓ Two-stage quality assurance process
- ✓ Watch your mark in over 200 jurisdictions
- ✓ Relevant and accurate



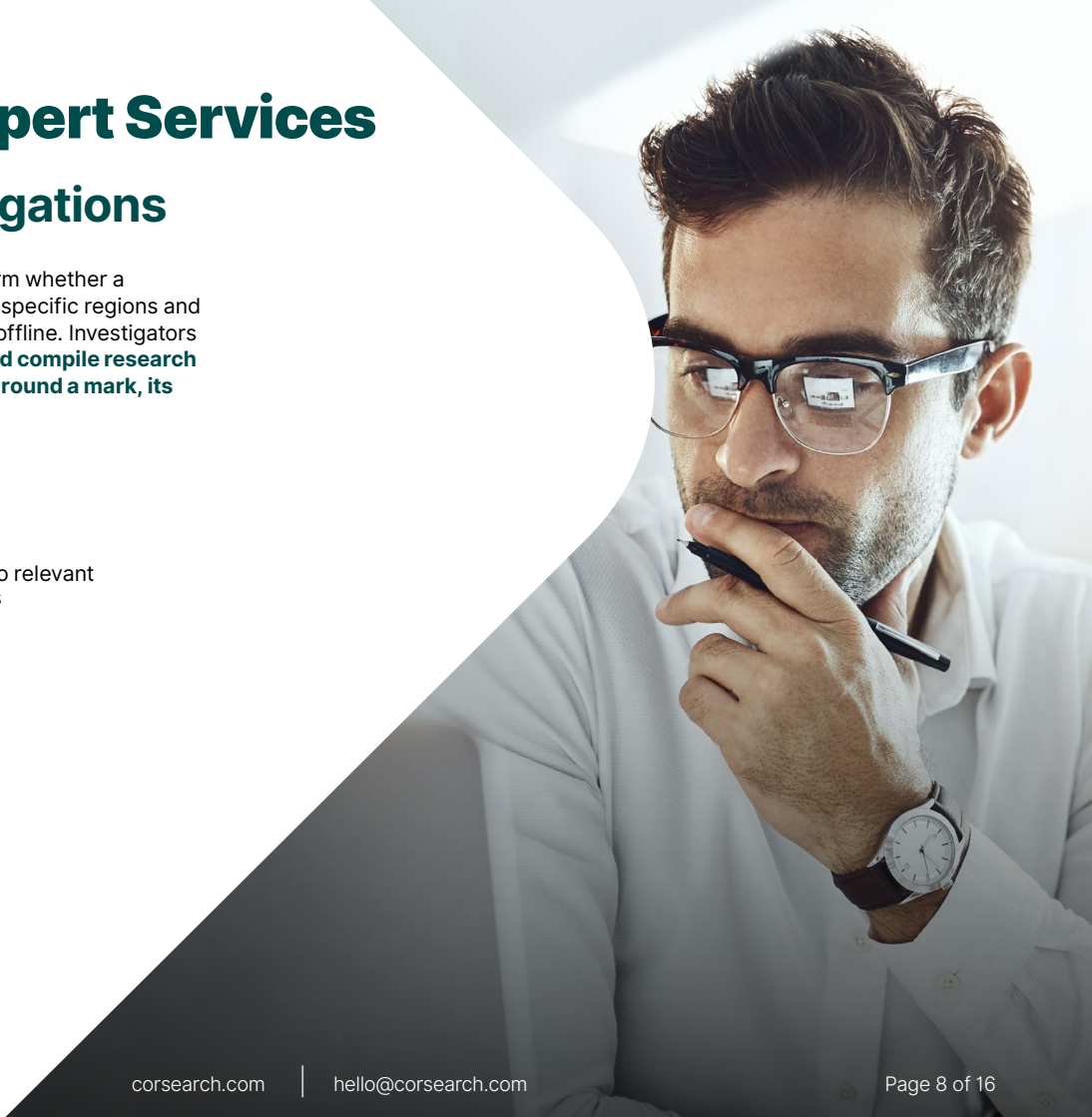
# Trademark Expert Services



## In-use Investigations

Our in-use investigations confirm whether a trademark is being used within specific regions and time periods – both online and offline. Investigators perform **exhaustive checks and compile research reports outlining the activity around a mark, its owner & related companies.**

- ✓ Specialized Investigators
- ✓ Professional Discretion
- ✓ Comprehensive inquiry into relevant offline information sources





# Brand Protection

Trademarks, Brand Protection, Content Protection

# We support you at every brand protection stage

The four stages to maximizing your brand's strategic potential.



# Brand Protection



## Online Brand Protection

Corsearch's advanced Brand Protection solutions combine **unmatched data scanning with risk-based assessment and data-clustering abilities**. Whether it's anti-counterfeiting, gray trade, impersonation, infringement or regulatory violations, take control of your brand presence with innovative enforcement tools & expert support.

- ✓ Largest China-based brand protection team
- ✓ Broadest marketplace coverage
- ✓ Data Clustering

### We cover

- Online marketplaces
- Social media
- Search engines
- Domains
- Offline investigations
- Apps
- NFTs
- Paid ads



# Brand Protection



## Intelligence Services

**Maximize the impact of online brand protection & anti-piracy programs** by profiling & investigating the most active, persistent infringers.

Coordinate offline investigations, make test purchases & connect monitoring data with real-world actions. Corsearch offers a brand protection solution that marries **industry-leading technology** with **certified investigators, analysts,** and **worldwide enforcement partners.**

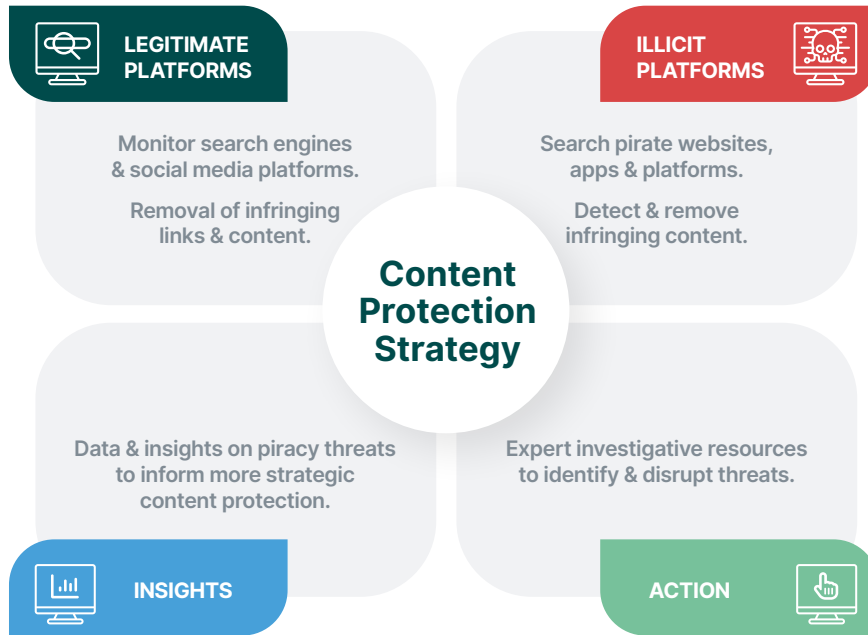
- ✓ Fully integrated online & offline activity
- ✓ Test purchase services
- ✓ Data mining & investigations

# Content Protection

Trademarks, Brand Protection, Content Protection

# Content Protection

Protect the value of your digital media and creative work with a comprehensive content protection solution. For content owners in every sector, we provide end-to-end anti-piracy services that reduce copyright infringement & maximize the flow of online traffic to legitimate content.



## Features

- ✓ End-to-end Investigations
- ✓ Intelligent Automation
- ✓ Reducing Piracy Prominence
- ✓ Efficient Enforcement
- ✓ Meaningful, Measurable Results

## Available for

- Film & TV
- Gaming
- Software
- Publishing
- Media
- Music

# About Corsearch

In a complex world, Corsearch makes it easy for brand owners and legal professionals to manage their brands and content from clearance to protection. A partner to more than 5,000 businesses globally, Corsearch offers a mix of innovative technologies, skilled analysts, and a customer-first approach that empowers its customers to work more effectively.

For over 70 years, Corsearch has been providing cutting-edge trademark clearance and protection solutions for the world's leading corporations, law firms, and branding agencies. With an evolving and responsive set of integrated tools for Screening, Search, Watch, brand protection, and anti-piracy.

From comprehensive trademark searches to anti-counterfeiting investigations and case management, Corsearch's expansive global tools support customers with a seamless solution. Corsearch provides accurate, efficiency-enhancing solutions with the content and functionality to reduce the time and effort involved in clearing and protecting trademarks and brands.

**Behind the world's best-known brands, there's Corsearch.**



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# CORSEARCH

**Grow & Protect Trademarks & Brands**

To take your first step, please contact us today and talk with one of our experts.

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