

## New Trademark Search Tool from WIPO Allows for Easy International Trademark Searching

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*Legal Update*

The World Intellectual Property Organization (WIPO) recently introduced the **Global Brand Database**, a new search tool for internationally protected trademarks, appellations of origin and armorial bearings, flags and other state emblems, and the names, abbreviations and emblems of intergovernmental organizations. The tool allows free of charge, simultaneous brand-related searches across multiple collections.

The Global Brand Database search tool allows users to access three WIPO databases – international trademarks registered under the Madrid system for the international registration of marks; appellations of origin registered under the Lisbon system for the international registration of appellations of origin; and armorial bearings, flags and other state emblems as well as the names, abbreviations and emblems of intergovernmental organizations protected under Article 6ter of the Paris Convention for the Protection of Industrial Property.

The Global Brand Database provides a more user-friendly search interface than the United States Patent and Trademark Office TESS system and includes powerful features such as search by description of images, auto-suggestion of potential matching terms, fuzzy and phonetic term matching, summaries of matching documents in multiple categories, including graphical representation of countries of origin and designations, and a detailed result list or quick list of brands. Trademark applicants, owners, and practitioners needing to conduct a trademark search should set-up a new web browser bookmark for the Global Brand Database.

The service is integrated into WIPO GOLD, which provides access to online collections of WIPO intellectual property data and tools relating to, for example, patent applications, brands, designs, statistics, WIPO standards, and international classification systems.

**This advisory was prepared by Nutter's Intellectual Property practice. For more information, please contact your Nutter attorney at 617.439.2000.**

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### **Practice Areas**

Intellectual Property

Trademarks, Copyrights and Trade Secrets

### **Industries**

Life Sciences: Biotechnology, Pharmaceuticals & Medical Devices

High Technology Industries