

Global Brand Database



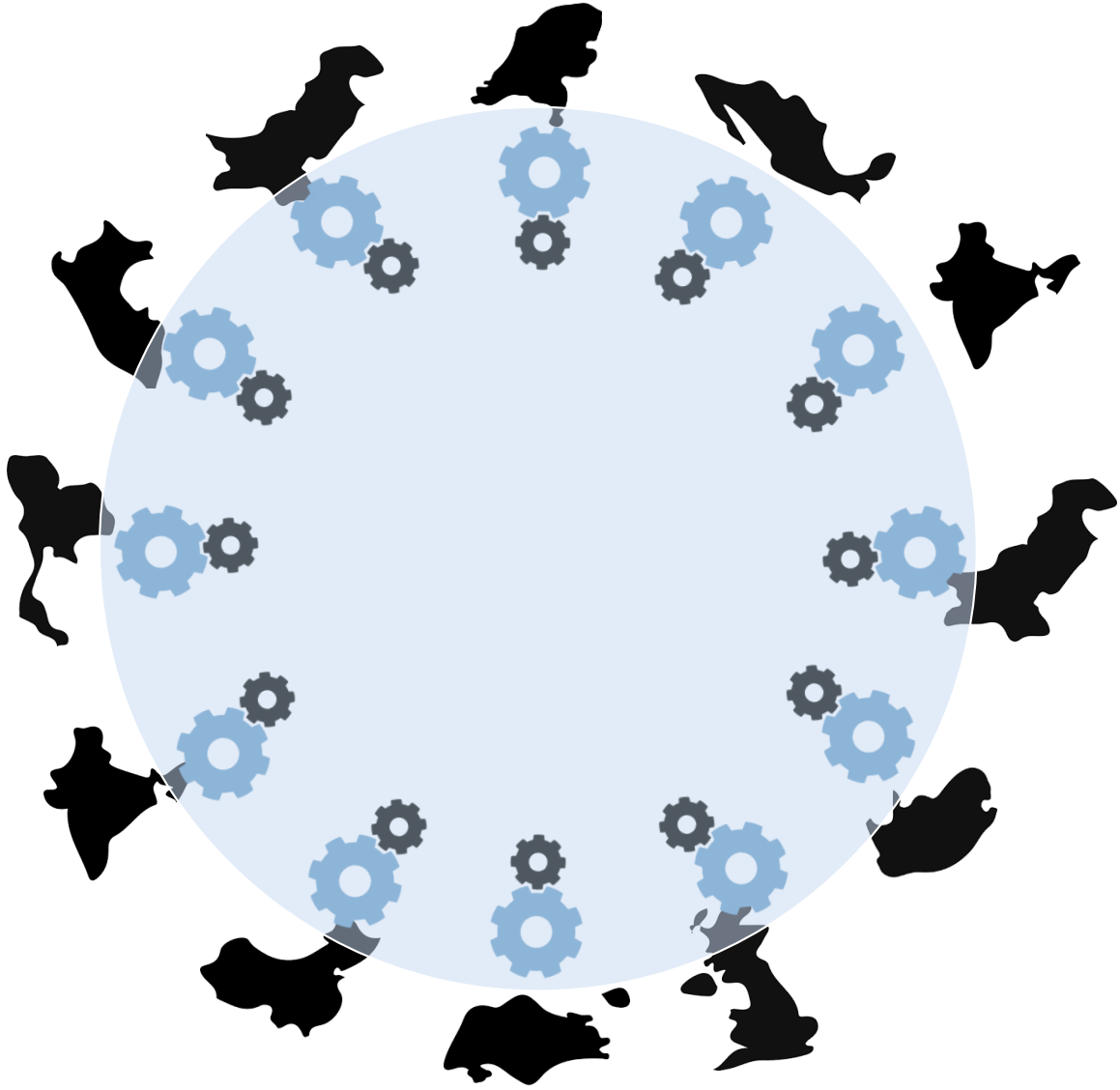
Speaker: Mona Remlawi, Head, Global Brands and Designs Databases Section, Global Infrastructure Sector

Agenda

- ❑ Quick introduction
- ❑ 2018 - What's new
- ❑ 2019 - What's coming

What are Global Databases





GDD Index

Indication Product

Description

Locarno
Classification

National
Classification

Designation

Priority

Names:

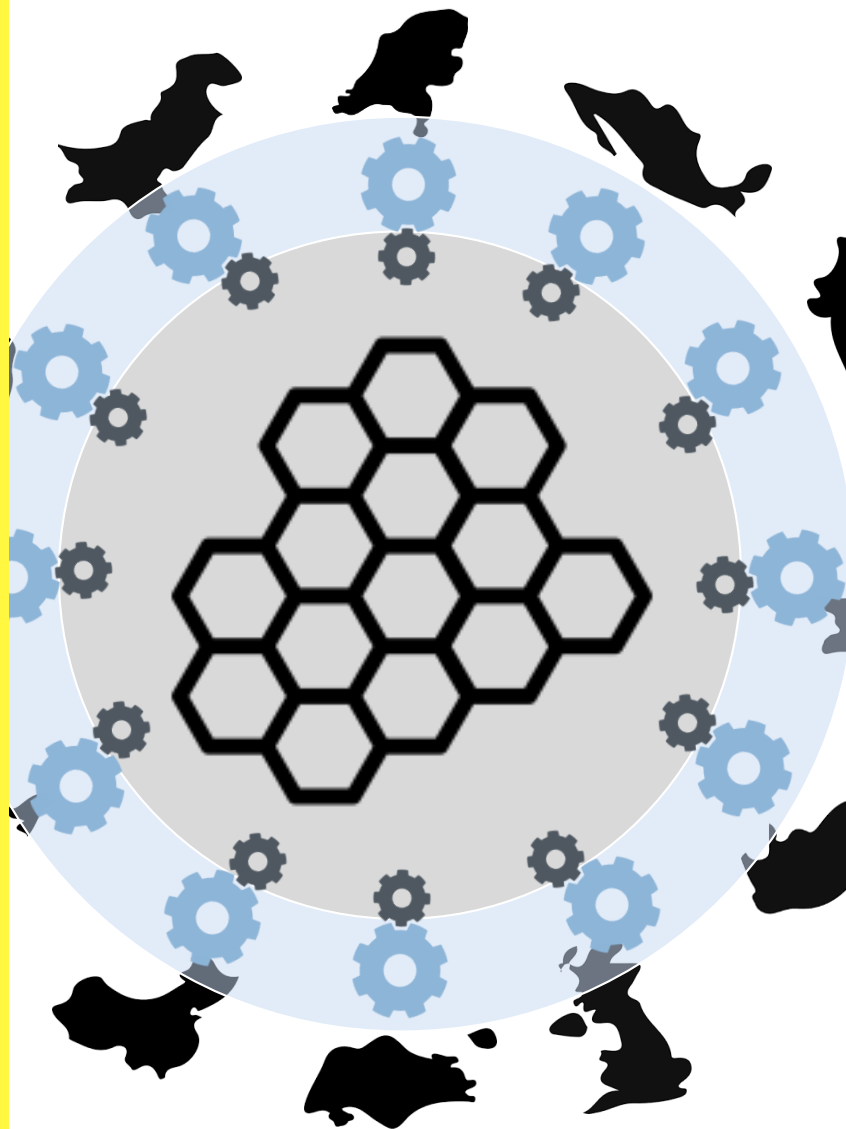
- Holder
- Representative
- Designer

Dates:

- Application
- Registration
- Publication

Numbers:

- Application
- Registration



GBD Index

Text

Image

Image Classification

Goods & Services

Status

Origin

Designation

Names:

- Applicant
- Representative
- Holder

Dates:

- Application
- Registration
- Expiration

Numbers:

- Application
- Registration



Autocomplete
Multi-language
Fuzzy search
Phonetic search
Stemming
Transliteration

Autocomplete
Search class description
Search multilevel class

3 statuses:
- Active
- Pending
- Expired

Autocomplete

Autocomplete

GBD Index

Text

Image

Image Classification

Goods & Services

Status

Origin

Designation

Names:

- Applicant
- Representative
- Holder

Dates:

- Application
- Registration
- Expiration

Numbers:

- Application
- Registration

Image similarity search:
- Shape
- Color
- Texture

Autocomplete
Search class description
Search multiple classes

Custom ranges
- Last 6 months
- Year to day

Complex Querying:

(A OR B) AND NOT C

GBD Index

Text

Image

Image Classification

Goods & Services

Status

Origin

Designation

Names:

- Applicant
- Representative
- Holder

Dates:

- Application
- Registration
- Expiration

Numbers:

- Application
- Registration

In a glance ...

Global Brand Database

Perform a trademark search by text or image in brand data from multiple national and international sources, including trademarks, appellations of origin and official emblems. V: 2018-10-29 15:32

Free webinars How to read, save & share your results	2018-10-23	Data from Tunisia available Over 89,000 records added	2018-09-03	Free webinars Image searching in the Global Brand Database	2018-08-31	Data from Georgia available Over 10,000 records added	2018-06-12	Free webinars Join us for a webinar on effective searches	2018-06-22	Data from Italy available Over 1,150,000 records added	2018-06-12	Refresh of US Data Over 38,000 records added and 50,000 images recovered	2018-05-22	Refresh of UAE Data Over 120,000 active records added	2018-05-22	NEWS
--	------------	---	------------	--	------------	---	------------	---	------------	--	------------	--	------------	---	------------	-------------

SEARCH BY

Brand Names Numbers Dates Class Country

Text =

Image Class =

Goods/Services =

FILTER BY

Source Image Status Origin App. Year * Expiration *

Source	Image	Status	Origin	App. Year *	Expiration *
AE TM	155,406	AU TM	1,698,814	BH TM	51,668
BN TM	45,777	CA TM	1,603,315	CH TM	410,250
CL TM	602,514	DE TM	2,020,750	DK TM	290,214
DZ TM	32,849	EE TM	59,419	EG TM	116,198
EM TM	1,612,965	ES TM	889,525	FR TM	2,721,905
GE TM	41,000	ID TM	955,068	IL TM	275,823
IS TM	106,234	IT TM	1,169,181	JO TM	151,938
JP TM	2,132,508	KH TM	88,650	KR TM	3,498,343
KW TM	33,213	LA TM	44,380	MA TM	168,785
MD TM	40,829	MN TM	67,581	MX TM	1,406,613
MY TM	833,497	NZ TM	653,969	OM TM	58,424
PG TM	31,558	PH TM	445,359	SG TM	692,347

Display: List Sort: Value - asc

Brand	Source	Status	Relevance	Origin	Holder	Number	App. Date	Image Class	Nice Cl.	Image
DELTA	DZ TM	Active	1	DZ	REEMTSMA CIGARETTENFABRIKEN GmbH	DZT1994048408	2994-11-30		34	
GLAS	DK TM	Pending	1	DK	GLAS - Christianshavn Optik I/S	VA201802069	2080-09-28		9, 42, 44	
No Verbal Elements	NZ TM	Pending	1	NZ	Varinder kumar pal	1105960	2018-10-29		27	
91 club	NZ TM	Pending	1	NZ	hamad emad hassan	1105961	2018-10-29		25	
Holy Cow Pure Milk Vodka	NZ TM	Pending	1	NZ	Travis Jon Clayton	1105966	2018-10-29		33	

Help > Video Tutorial

Global Brand Database Tutorials

How to create an account



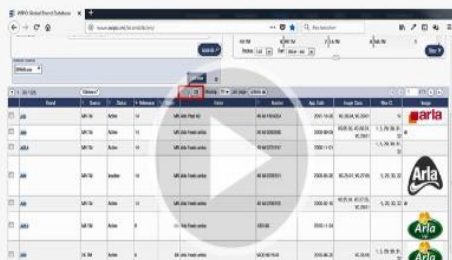
Sorting your results



How to save, share and download



Reading the result list



Finding a similar brand



Or join one of our bi-monthly webinars

Global Coverage



- Trademarks from
 - **38 national** offices
 - **2 international** offices
- International Emblems
- Appellations of Origin

Global Coverage

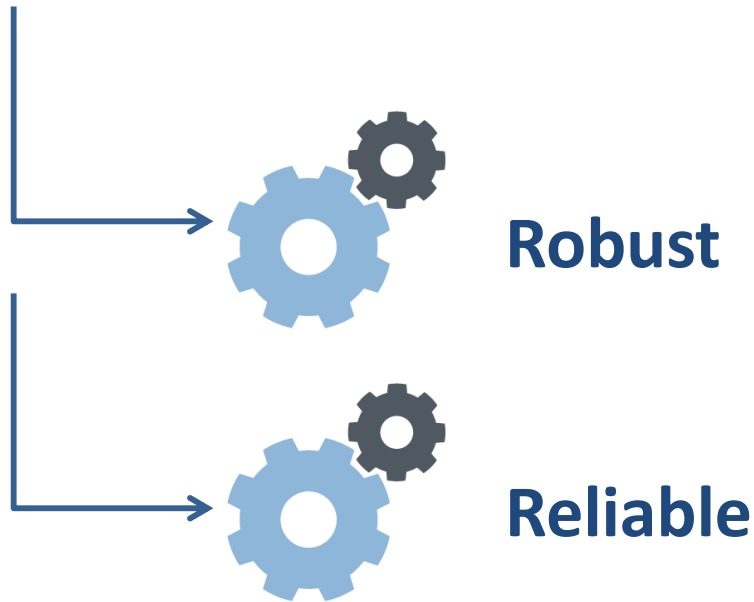


- Industrial Designs from
 - **12 national** offices
 - **2 international** offices

What's new in 2018



Data Integration Workflow Improvement



Increase data coverage for both databases

Global Brands

- Bahrain
- Sudan
- Kuwait
- UAE
- Tunisia
- Italy

- *WHO INNs*

Global Designs

- Germany
- France
- Georgia
- Moldova
- Mongolia
- EUIPO

- *China ...*
- *Rep. of Korea ...*

Research and Application of AI Image Similarity Search

Image Similarity Search - 2014

- Released in **2014**
- Based on **Image Features**
 - Shape
 - Color
 - Texture
- Can be very effective on simple geometric shapes

Image Similarity Search - 2014

Search For



Find (in top results – without Vienna Class)



Image Similarity Search - 2014

Limitation

Shape, color and texture **cannot** cover semantic similarity


Result set is likely to contain **noise** - *images that have visual similarity, but semantically are very different*

Image Similarity Search - 2014

pi~

search ↗

1 Pick an image



delete 🗑

2 Pick a strategy

- Shape
- Color
- Texture
- Composite

CURRENT FILTER

SOURCE:USTM ✕ ITY:Nonverbal ✕ IMAGE:Shape ✕

Display: 60 per page options ⚙

Sort by Relevance - desc ▾

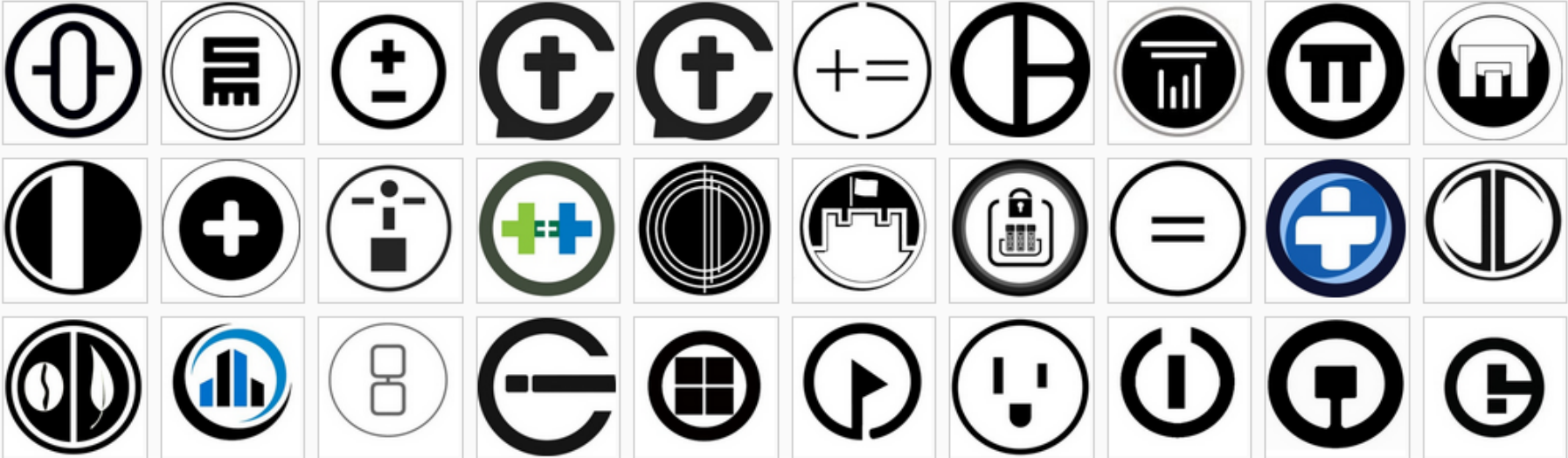




Image Similarity Search - 2014

Search interface showing input fields and a search button.

1 Pick an image



delete 

2 Pick a strategy

- Shape
- Color
- Texture
- Composite

CURRENT FILTER

SOURCE:USTM * ITY:Nonverbal * IMAGE:Shape *

Display: 60 per page options 

Sort by Relevance - desc



Image Similarity Search - 2014

Search interface for Image Similarity Search - 2014.

1 Pick an image

2 Pick a strategy

- Shape
- Color
- Texture
- Composite

CURRENT FILTER

- SOURCE:USTM ✕
- ITY:Nonverbal ✕
- IMAGE:Shape ✕

Display: 60 per page options

Sort by: Relevance - desc

Image Similarity Search - 2018/2019

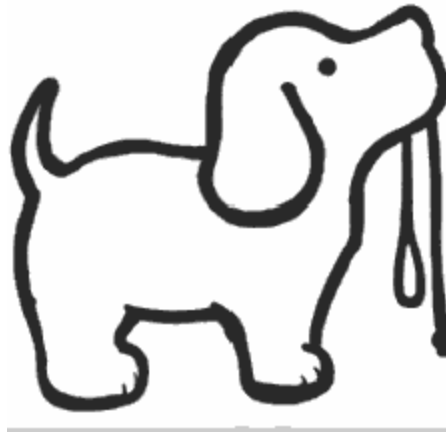
- **AI** (machine learning) based image similarity search
- **Semantic** Search by definition
- Based on **automated classification** of images
- Release date planned for **end of 2018**

Image Classification



1	06.09.05	Other cultivated areas	(15.1)
2	01.05.01	Sun, rising or setting (partially exposed or partially o...	(13.8)
3	06.03.03	Open sea, stretches of water without shore, multiple wav...	(12.9)
4	26.01.06	Semi-circles	(11.8)
5	06.01.04	Mountains, mountain landscapes	(10.9)
6	06.09.03	Farms	(10.2)
7	01.15.01	Rainbows	(10.1)
8	01.05.25	-Other representations of the sun	(9.9)
9	07.11.11	-Roads without lines or dividers	(9.5)
10	01.15.13	-Single wave of water	(9.4)

Image Classification



- 1 03.01.08 Dogs (14.8)
- 2 03.01.24 Stylized cats, dogs, wolves, foxes, bears, lions or tige... (14.5)
- 3 18.13.05 Yokes, collars, leashes, and harnesses for other animals (13.8)
- 4 03.01.07 Shadows or silhouettes of dogs (13.5)
- 5 03.01.04 Domestic cats (10.9)
- 6 03.03.24 Stylized elephants, hippopotami, rhinoceri, giraffes, al... (9.8)
- 7 03.03.01 Elephants, mammoths (9.7)
- 8 03.01.26 Costumed animals and those with human attributes in this... (9.6)
- 9 02.11.01 Hearts (9.2)
- 10 03.01.17 Cats, dogs, wolves, foxes, bears, lions or tigers with f... (8.6)

Image Classification



1	02.03.22	Heads, portraits or busts of women in profile	(13.2)
2	02.03.18	Women wearing ribbons or flowers in their hair	(11.6)
3	02.03.24	Stylized women, including women depicted in caricature f...	(10.3)
4	02.03.01	Heads, portraits, busts of women not in profile.	(10.0)
5	02.03.02	Shadows or silhouettes of women	(9.9)
6	05.05.25	Other flowers including daffodils and irises	(8.9)
7	17.03.25	Other jewelry, including pendants, earrings and brooches	(8.5)
8	02.03.25	Other women including hobos, women holding fans and wome...	(8.4)
9	02.07.02	Groups of females	(8.2)
10	02.03.09	Romans, Greeks or Egyptian women (ancient dress)	(8.1)

Image Classification




- | | | | |
|----|----------|---|--------|
| 1 | 05.09.13 | Slices or quarters of fruits, open fruits | (13.0) |
| 2 | 05.09.04 | Lemons, limes | (10.9) |
| 3 | 05.09.03 | Oranges, tangerines and the like; grapefruit | (10.4) |
| 4 | 01.15.18 | More than one drop including teardrops or raindrops | (10.1) |
| 5 | 01.15.08 | A single drop (including a single raindrop or a single t... | (9.6) |
| 6 | 05.05.25 | Other flowers including daffodils and irises | (8.4) |
| 7 | 05.03.25 | Other leaves | (7.9) |
| 8 | 01.01.04 | A single star with six points | (7.8) |
| 9 | 02.11.01 | Hearts | (7.3) |
| 10 | 18.03.06 | Baby carriages and strollers | (7.2) |

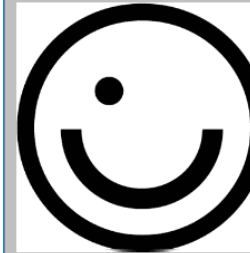

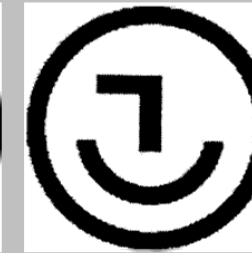



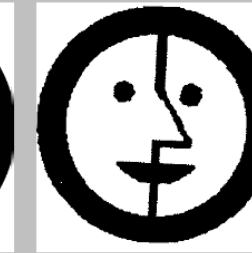

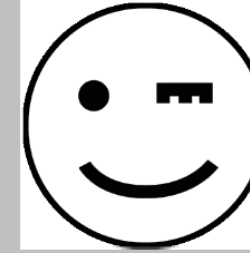



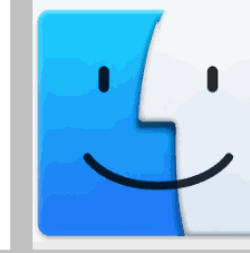
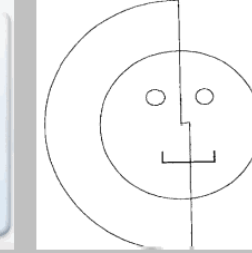
AI Proof-of-concept

WIPO Labs: AI powered Trademark Similarity Search

File



04.07.03-Geometric figures or combinations of geometric figures representing a person Score: 10.81
02.01.33-Grotesque men formed by letters, numbers, punctuation or geometric shapes Score: 10.74
02.01.01-Heads, portraits, busts of men not in profile. Score: 10.16
02.01.37-Heads, portraits or busts of men in profile Score: 9.71
02.11.16-Smiley faces Score: 9.68
26.01.02-Plain single line circles Score: 8.8
02.01.31-Stylized men, including men depicted in caricature form Score: 8.52

 <p>US85573384.png Similarity: 0.850</p>	 <p>US85218923.png Similarity: 0.832</p>	 <p>US76416144.png Similarity: 0.767</p>	 <p>US86233323.png Similarity: 0.756</p>	 <p>US77821171.png Similarity: 0.749</p>	 <p>US85575421.png Similarity: 0.744</p>	 <p>US76443120.png Similarity: 0.733</p>
 <p>US87404013.png Similarity: 0.732</p>	 <p>US85332948.png Similarity: 0.730</p>	 <p>US75731540.png Similarity: 0.721</p>	 <p>US77504842.png Similarity: 0.706</p>	 <p>US74273614.png Similarity: 0.704</p>	 <p>US86486916.png Similarity: 0.699</p>	 <p>US76165120.png Similarity: 0.699</p>

Page 1/7

AI Proof-of-concept

WIPO Labs: AI powered Trademark Similarity Search

File



03.01.13-Panda bears Score: 12.37
03.01.24-Stylized cats, dogs, wolves, foxes, bears, lions or tigers Score: 10.87
03.01.16-Heads of cats, dogs, wolves, foxes, bears, lions and tigers Score: 10.84
05.05.25-Other flowers including daffodils and irises Score: 8.75
03.01.14-Other bears Score: 8.44
03.01.08-Dogs Score: 7.99
03.13.01-Paws, feet, pawprints, footprints Score: 7.73


 <p>US72432112.png Similarity: 0.826</p>	 <p>US74248198.png Similarity: 0.811</p>	 <p>US73295716.png Similarity: 0.808</p>	 <p>US73673862.png Similarity: 0.783</p>	 <p>US73308927.png Similarity: 0.778</p>	 <p>US74074561.png Similarity: 0.774</p>	 <p>US76019258.png Similarity: 0.772</p>
 <p>US85550507.png Similarity: 0.769</p>	 <p>US87306832.png Similarity: 0.766</p>	 <p>US74610791.png Similarity: 0.766</p>	 <p>US77894519.png Similarity: 0.766</p>	 <p>US77046781.png Similarity: 0.765</p>	 <p>US85313576.png Similarity: 0.764</p>	 <p>US77544044.png Similarity: 0.762</p>

Page 1/41



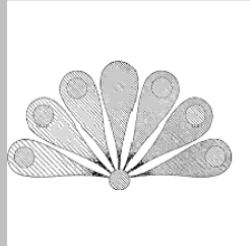



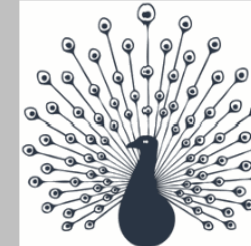


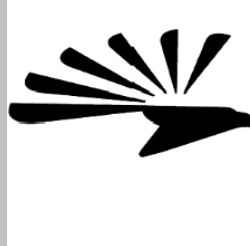

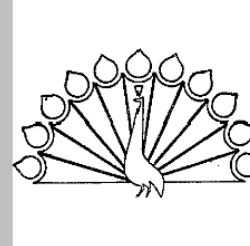


AI Proof-of-concept

WIPO Labs: AI powered Trademark Similarity Search

File



03.15.12-Pheasants, peacocks, quail Score: 17.37
03.15.24-Stylized birds and bats Score: 16.51
01.15.18-More than one drop including teardrops or raindrops Score: 13.28
05.05.25-Other flowers including daffodils and irises Score: 12.87
03.15.25-Other birds Score: 12.27
03.15.19-Birds or bats in flight or with outspread wings Score: 12.25
03.15.06-Ducks, geese, swans Score: 12.19

 <p>US73555219.png Similarity: 0.976</p>	 <p>US74576101.png Similarity: 0.942</p>	 <p>US72169221.png Similarity: 0.824</p>	 <p>US73232433.png Similarity: 0.823</p>	 <p>US78559200.png Similarity: 0.803</p>	 <p>US85331965.png Similarity: 0.781</p>	 <p>US87232999.png Similarity: 0.775</p>
 <p>US73211286.png Similarity: 0.743</p>	 <p>US73763915.png Similarity: 0.737</p>	 <p>US78097086.png Similarity: 0.732</p>	 <p>US76716387.png Similarity: 0.723</p>	 <p>US72045991.png Similarity: 0.721</p>	 <p>US72150521.png Similarity: 0.714</p>	 <p>US72264550.png Similarity: 0.714</p>

Page 1/7

What's coming in 2019



- Image Similarity with **AI**
- **Arab Brand Database**
- More **data coverage** from
 - South America
 - Africa
 - Europe
- **User Interface** Improvements

Thank you !

`mona.remlawi@wipo.int`

`gbd@wipo.int`