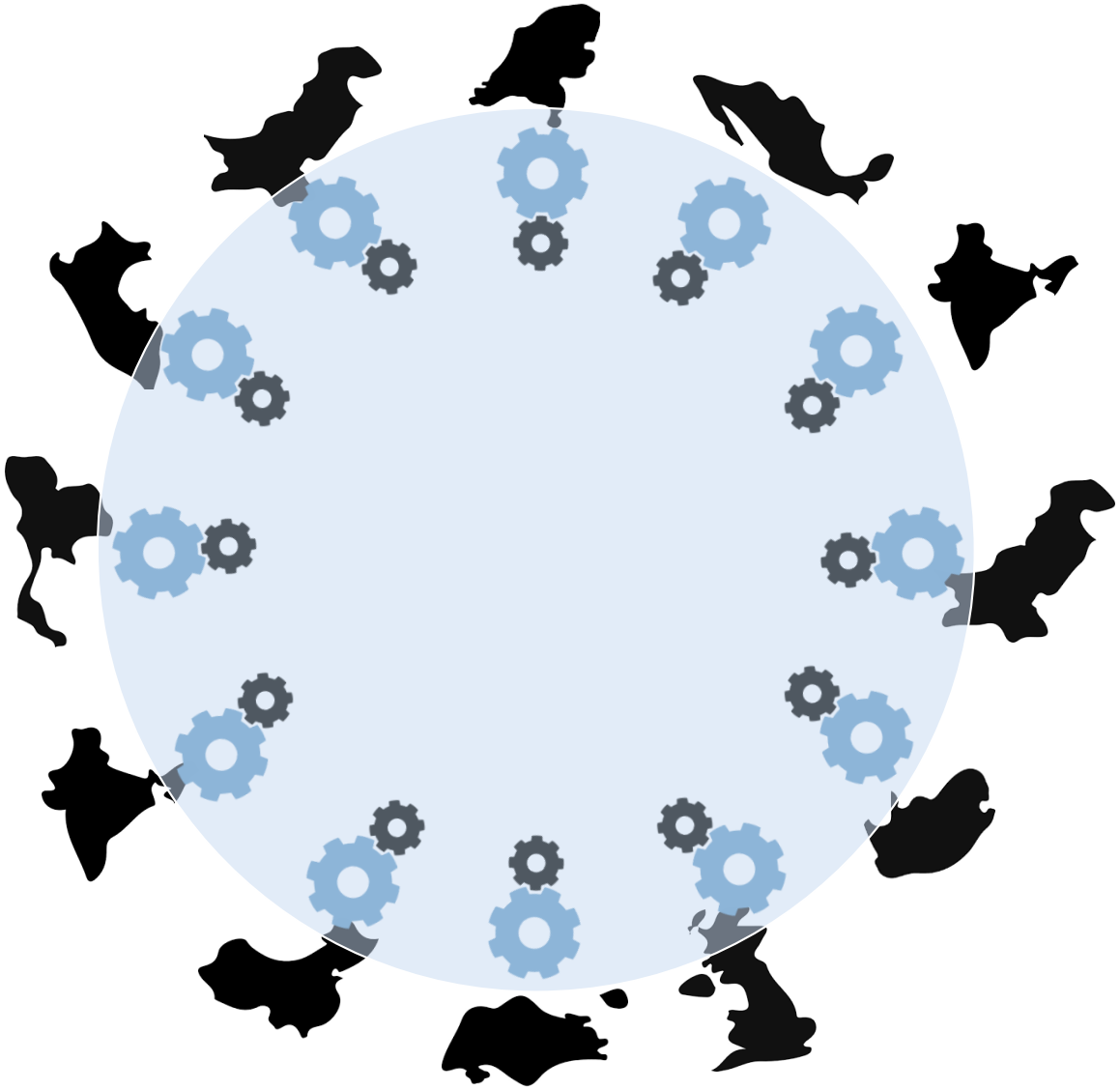
Global Brand Database

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

Agenda

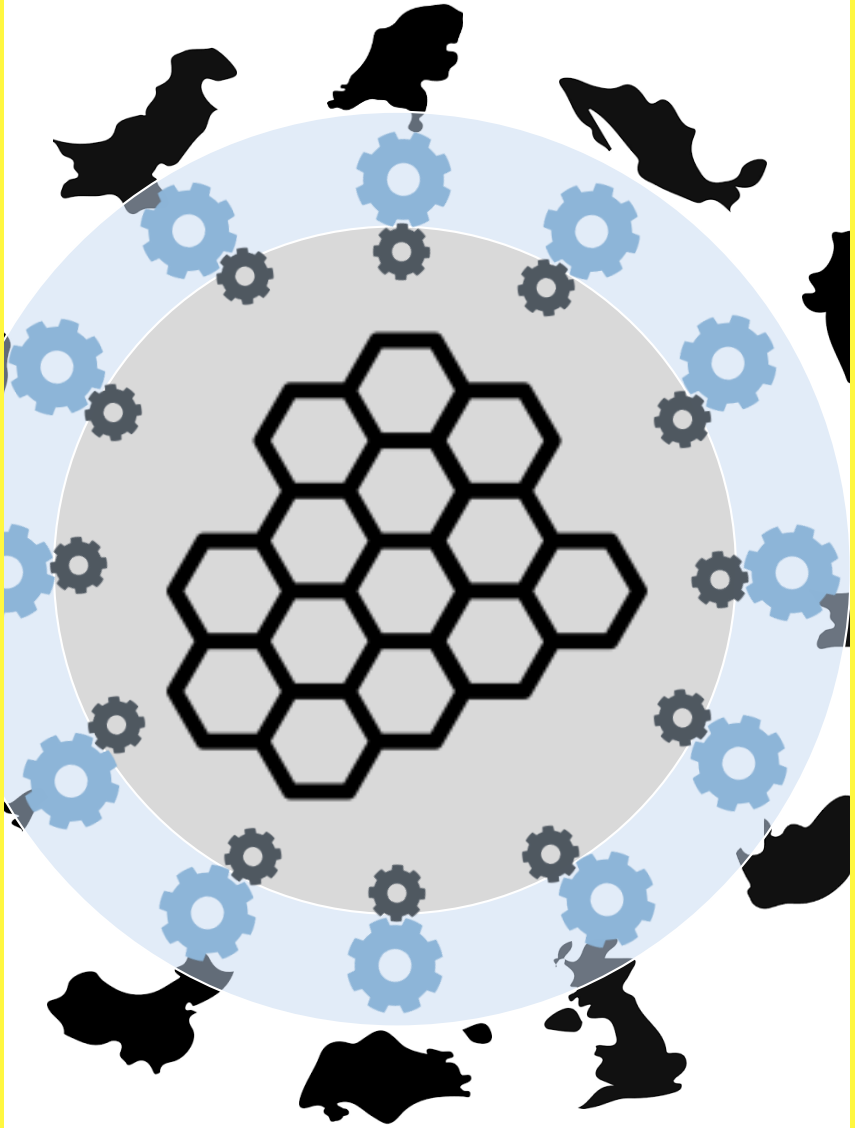
- ❑ Quick introduction
- ❑ 2018 - What's new
- ❑ 2019 - What's coming

What are Global Databases



GDD Index

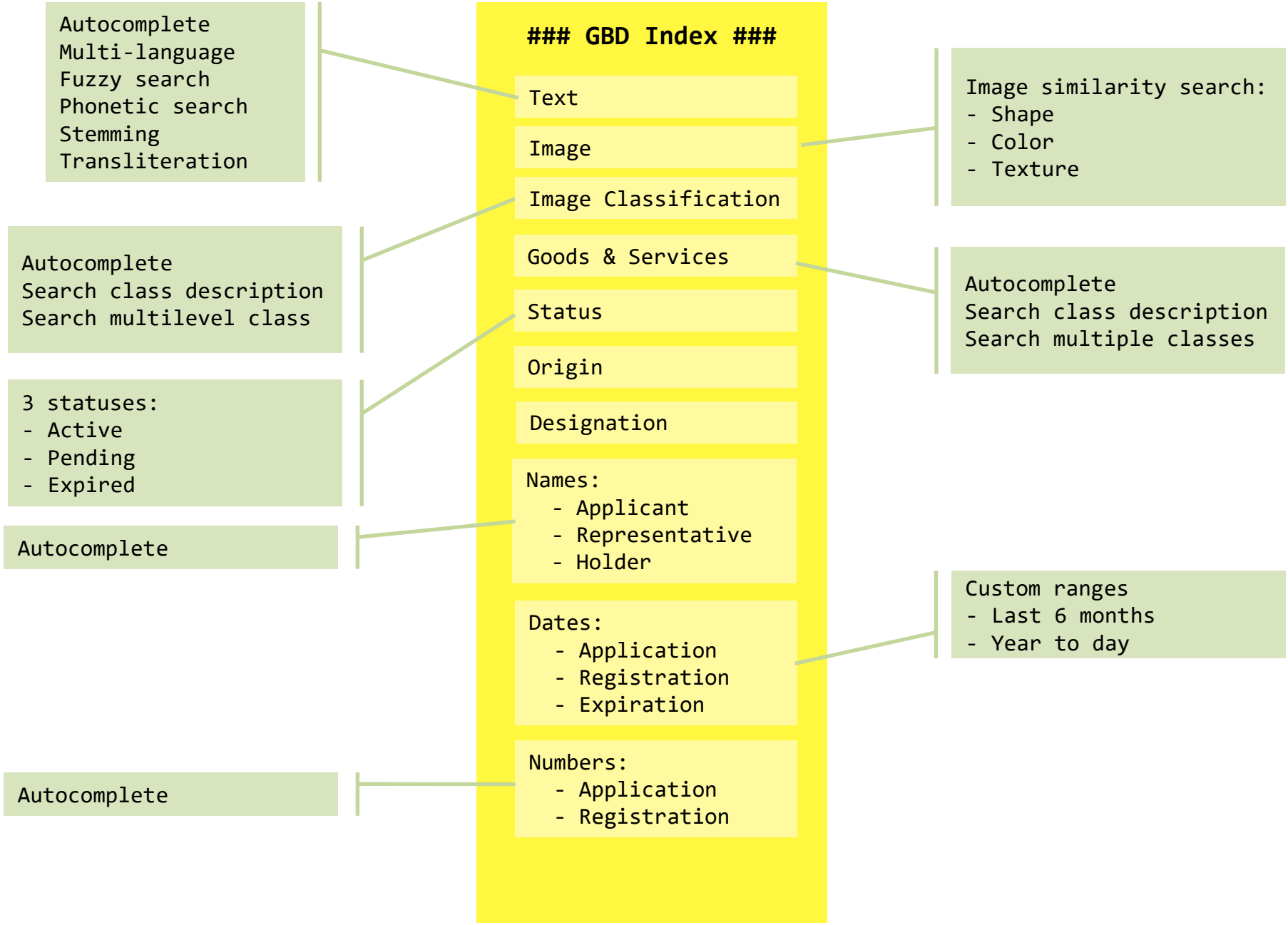
- Indication Product
- Description
- Locarno Classification
- National Classification
- Designation
- Priority
- Names:
  - Holder
  - Representative
  - Designer
- Dates:
  - Application
  - Registration
  - Publication
- Numbers:
  - Application
  - Registration



GBD Index

- Text
- Image
- Image Classification
- Goods & Services
- Status
- Origin
- Designation
- Names:
  - Applicant
  - Representative
  - Holder
- Dates:
  - Application
  - Registration
  - Expiration
- Numbers:
  - Application
  - Registration

Global
Brand and
Design
Databases


Autocomplete
Multi-language
Fuzzy search
Phonetic search
Stemming
Transliteration
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
Autocomplete
Search class description
Search multilevel class
3 statuses:
- Active
- Pending
- Expired
Autocomplete
Autocomplete

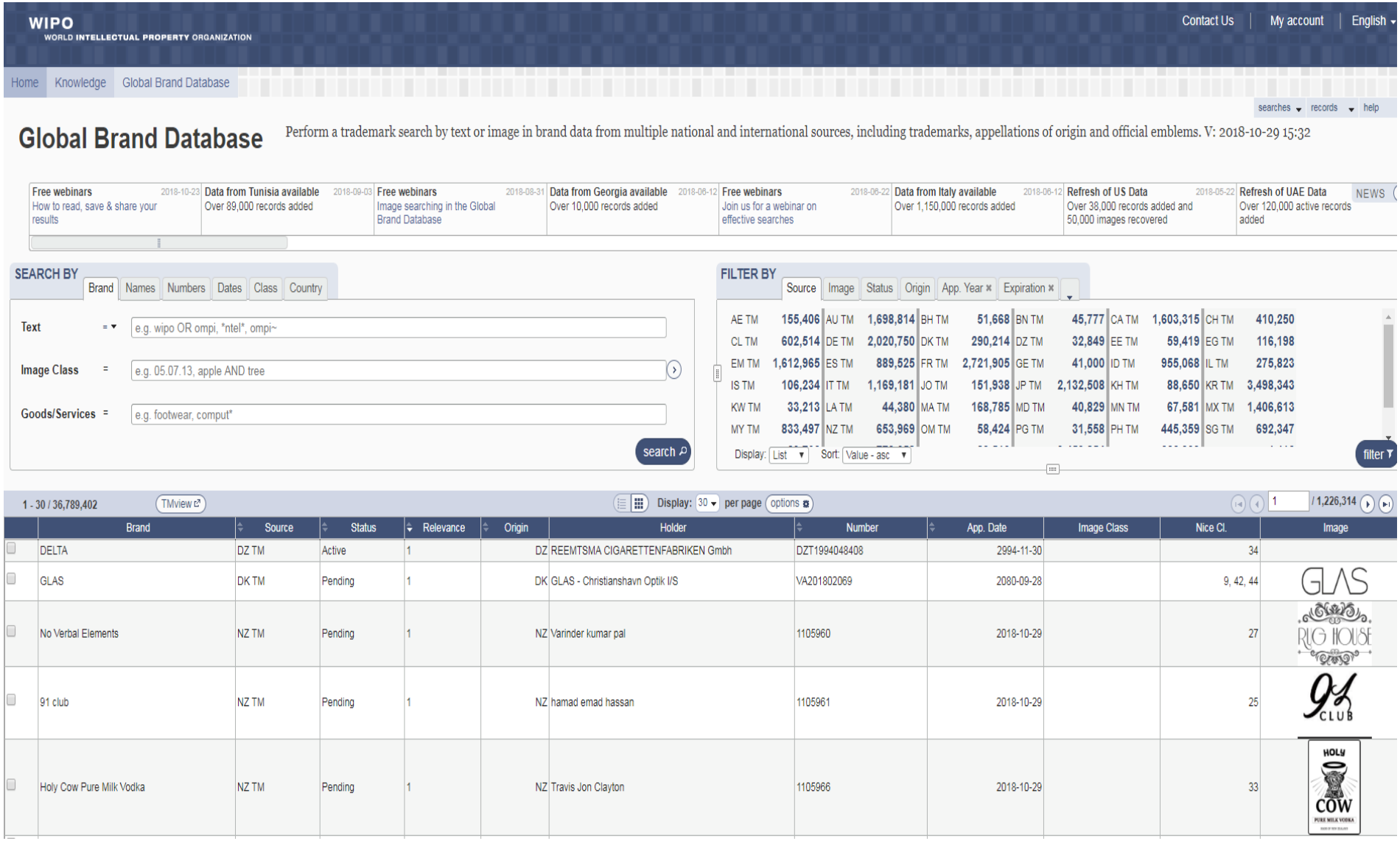
Complex Querying:

(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 …


WIPO
WORLD INTELLECTUAL PROPERTY ORGANIZATION
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Global Brand Database
searches
records
help
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 2018-10-23
How to read, save & share your results
Data from Tunisia available 2018-09-03
Over 89,000 records added
Free webinars 2018-08-31
Image searching in the Global Brand Database
Data from Georgia available 2018-06-12
Over 10,000 records added
Free webinars 2018-06-22
Join us for a webinar on effective searches
Data from Italy available 2018-06-12
Over 1,150,000 records added
Refresh of US Data 2018-05-22
Over 38,000 records added and 50,000 images recovered
Refresh of UAE Data
Over 120,000 active records added
NEWS
SEARCH BY
Brand
Names
Numbers
Dates
Class
Country
Text
e.g. wipo OR ompi, *ntel*, ompi~
Image Class
e.g. 05.07.13, apple AND tree
Goods/Services
e.g. footwear, comput*
search
FILTER BY
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
filter
1 - 30 / 36,789,402
TMview
Display: 30 per page
options
1 / 1,226,314
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
RUG HOUSE
91 club
NZ TM
Pending
1
NZ
hamad emad hassan
1105961
2018-10-29
25
91 CLUB
Holy Cow Pure Milk Vodka
NZ TM
Pending
1
NZ
Travis Jon Clayton
1105966
2018-10-29
33
HOLY COW

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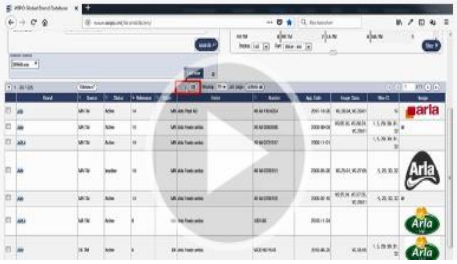
Global Brand Database Tutorials

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

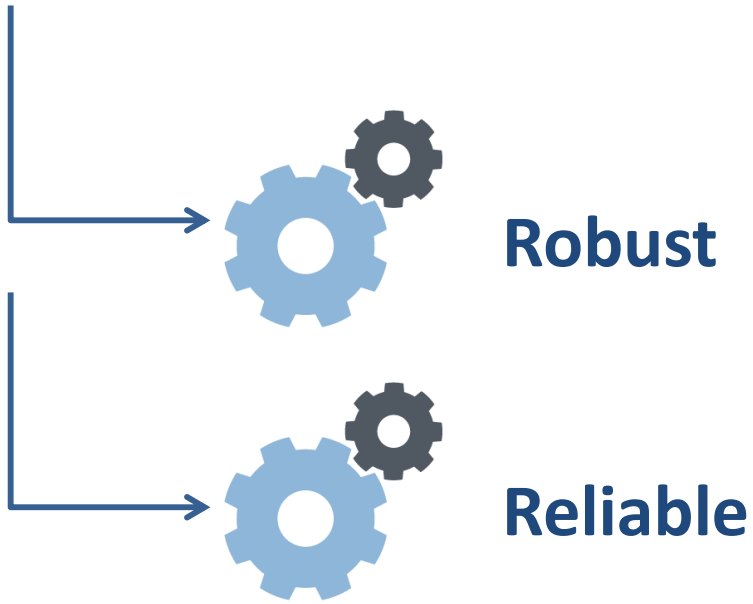
- Trademarks from
  - **38 national** offices
  - **2 international** offices
- International Emblems
- Appellations of Origin

Global Coverage

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

What’s new in 2018

Data Integration Workflow Improvement



Robust

Reliable

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

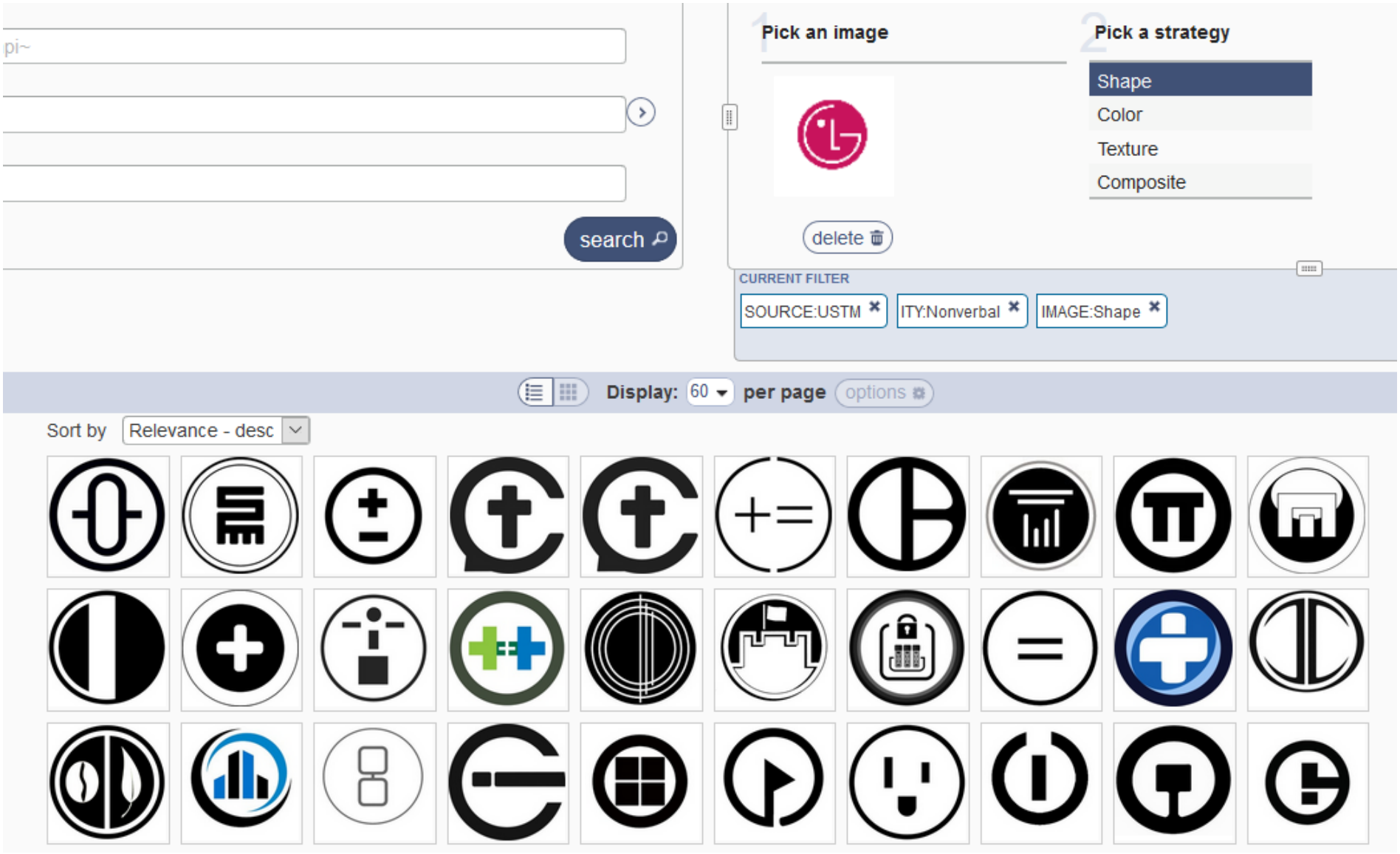


Image Similarity Search - 2014

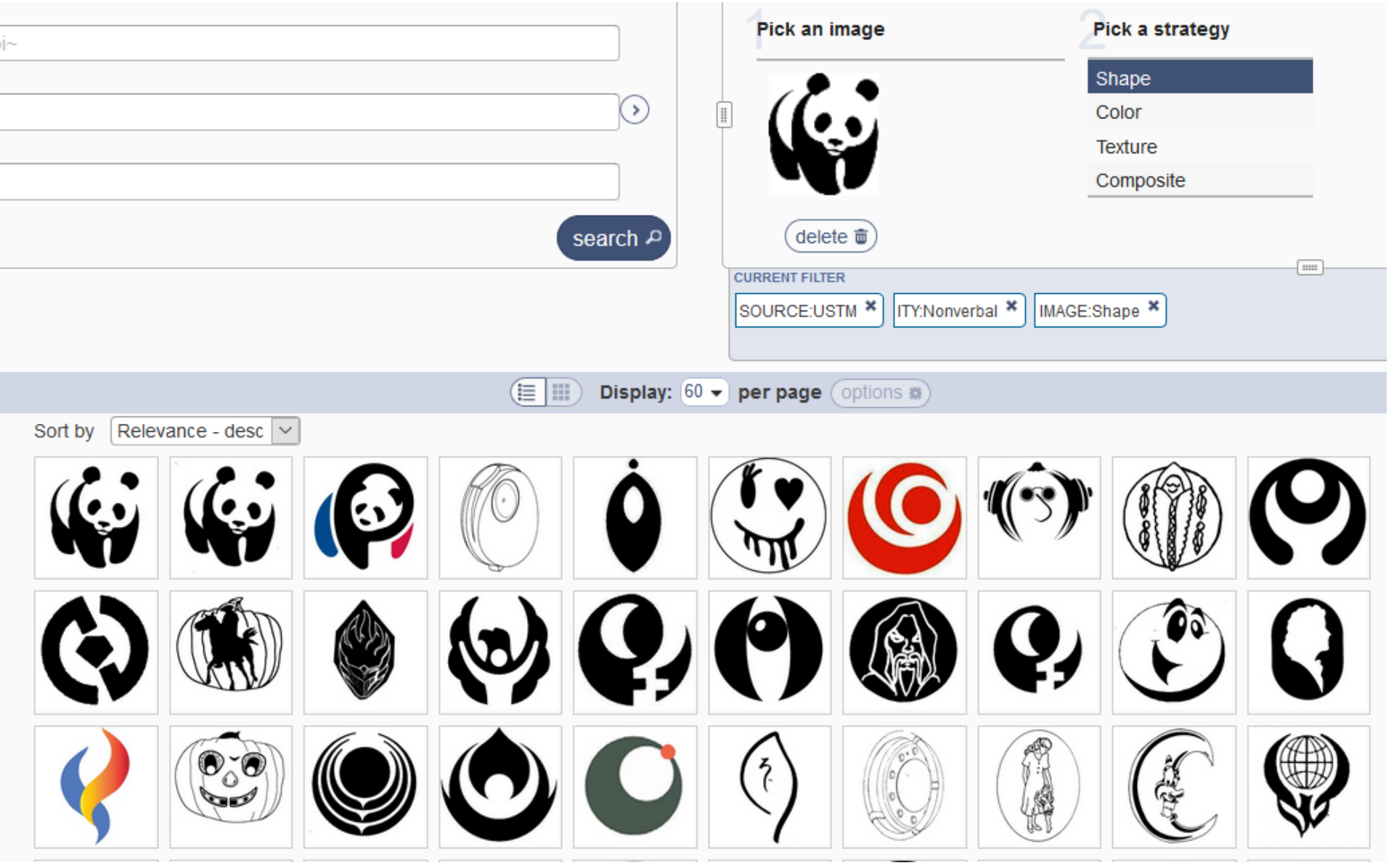


Image Similarity Search - 2014

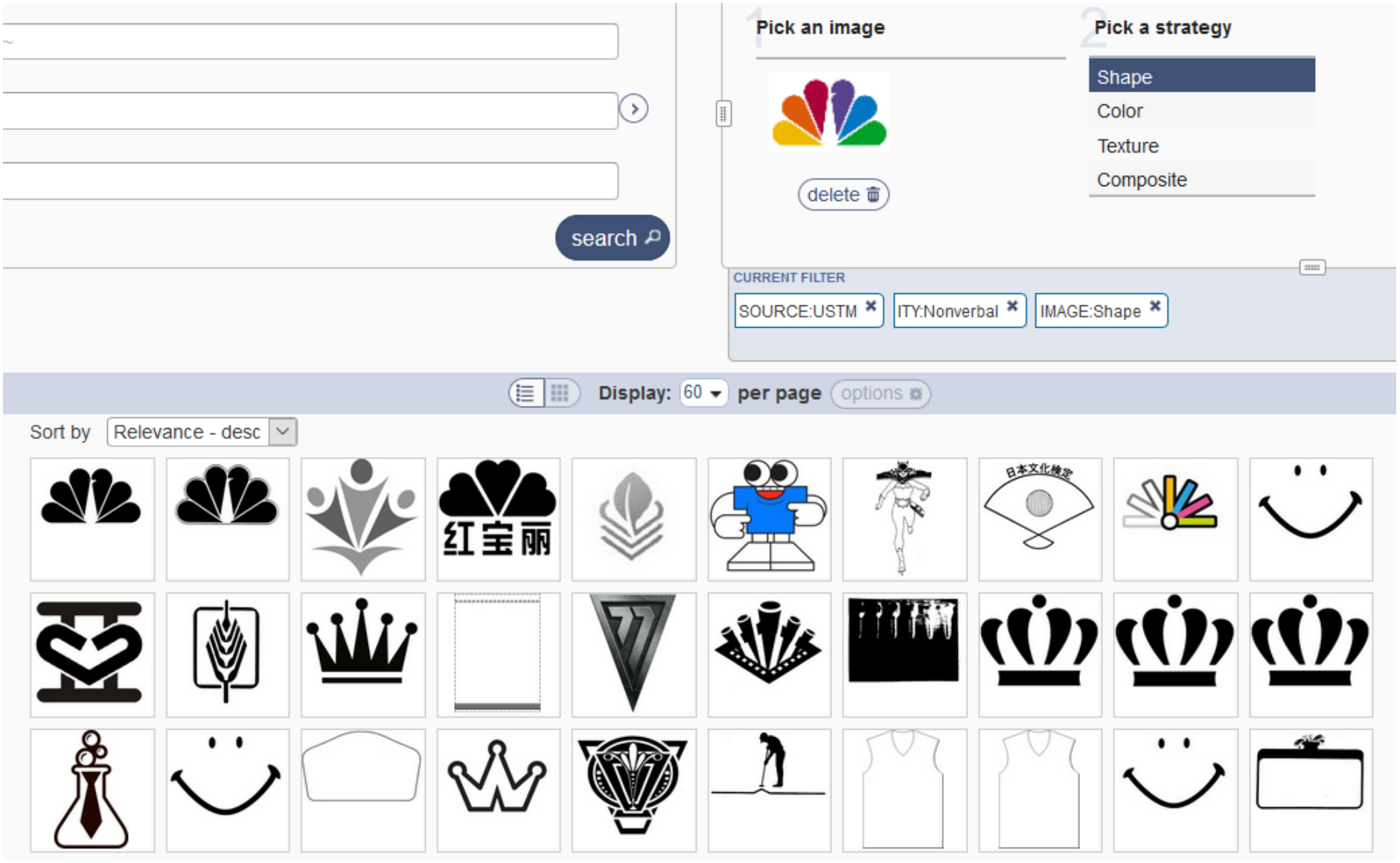


Image Similarity Search - 2018/2019

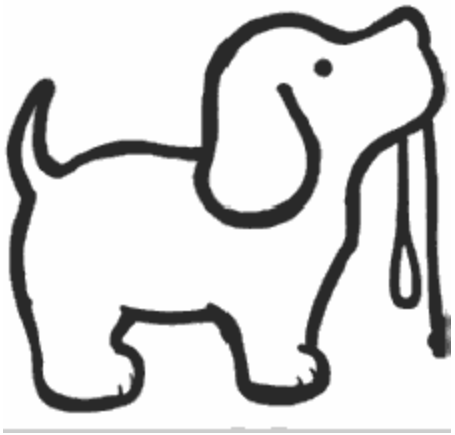
- AI (machine learning) based image similarity search
- Semantic Search by definition
- Based on automated classification of images

- 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)**

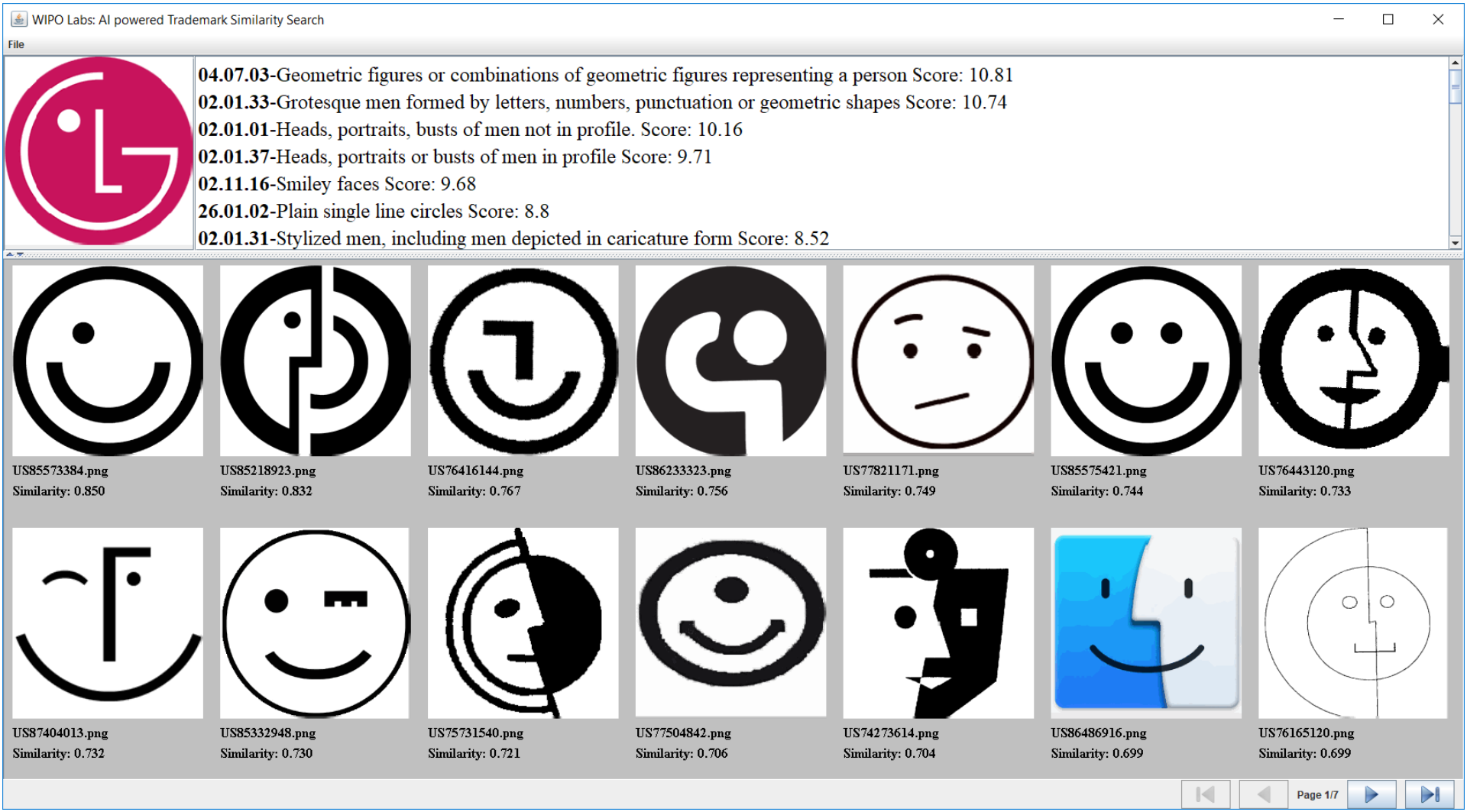
Image Classification

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)

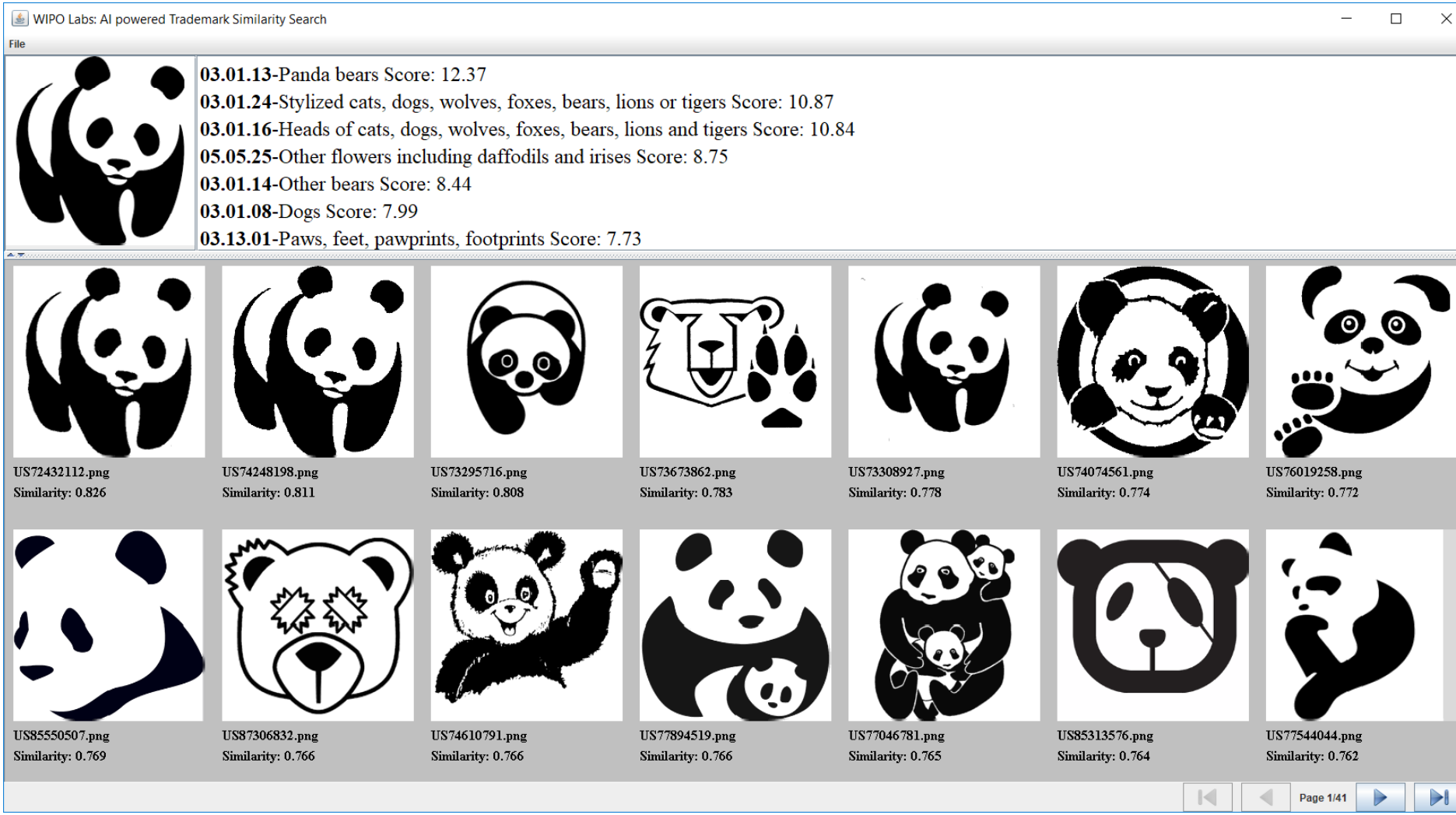
Image Classification

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)

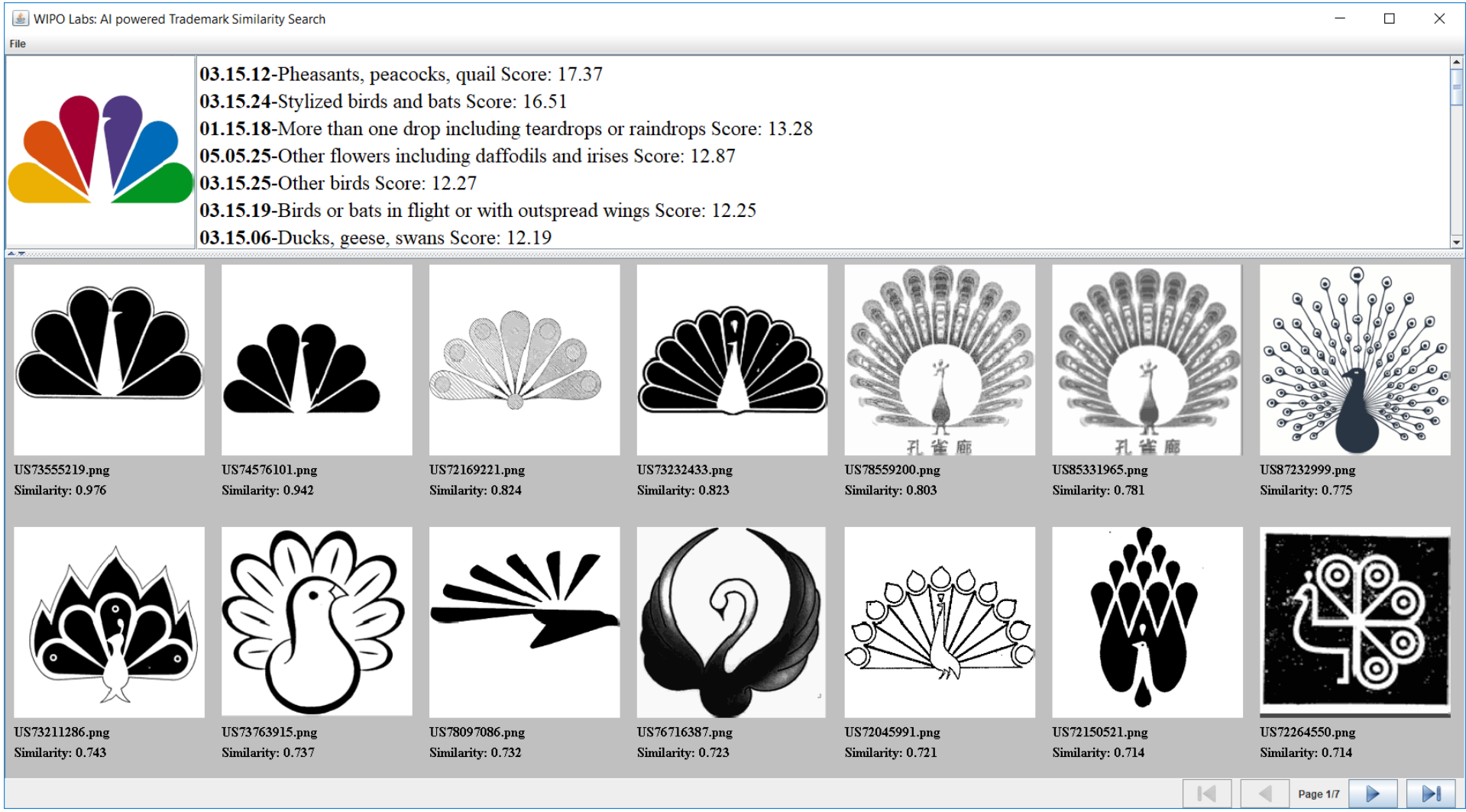
AI Proof-of-concept



AI Proof-of-concept



AI Proof-of-concept



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 !

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