



# Global Brand and Design Databases

**IP Information Roundtable**  
Monday, October 21, 2019

# Agenda

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1. Quick introduction to GBD/GDD
2. Data Coverage
3. What's new
4. Application of AI

# The Global Brand Database

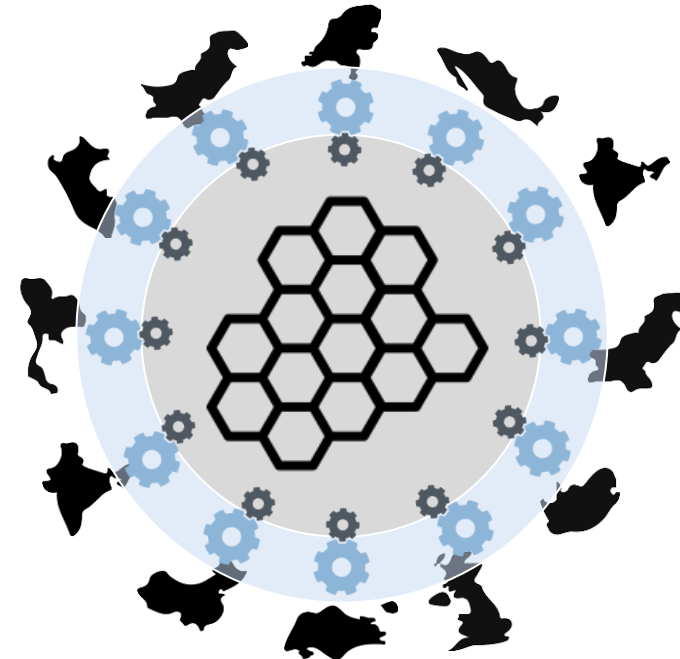
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- We collect **Brand** Information

- Integrate
- Index

- **Brand** Information

- Trademarks
- Emblems
- AOP
- International Nonproprietary names



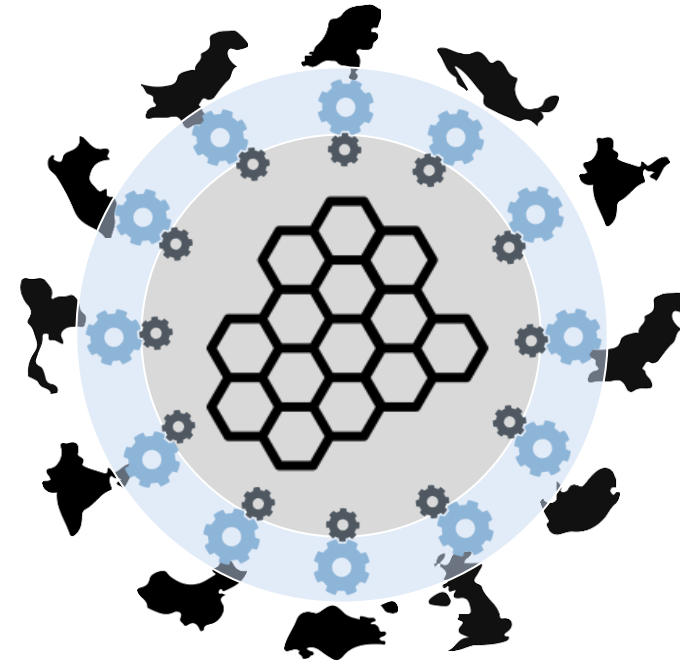
# The Global Brand Database

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## ■ Trademarks from

- 56 national offices
- WIPO – International applications
- EUIPO – European applications

40 million records



# The Global Design Database

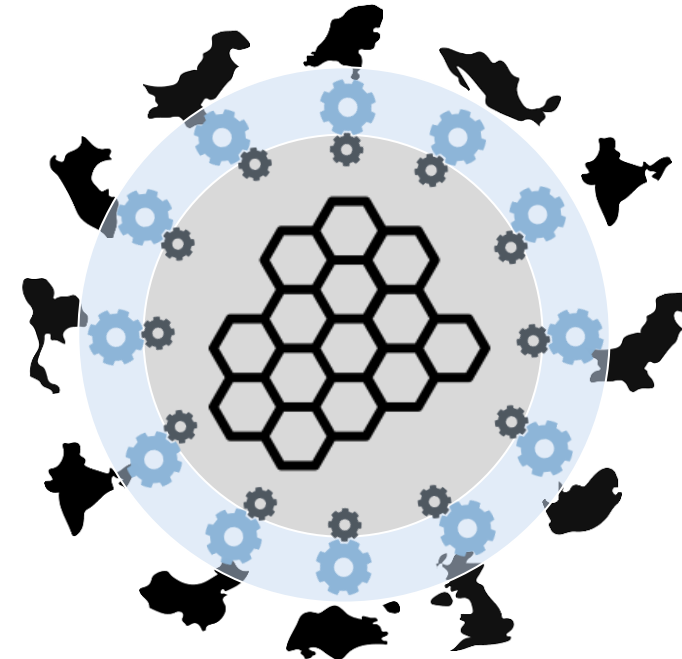
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## ■ We collect **Design** Information

- Integrate
- Index

## ■ **Designs** from

- 23 national offices
- WIPO – International applications
- EUIPO – European applications



11 million records

Machine Learning for image similarity

# Data Coverage Expansion – GBD

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- WHO – International Nonproprietary Names

- Costa Rica

- Uruguay

- Madagascar

- Botswana

- Eswatini

- Gambia

- Ghana

- Kenya

- Malawi

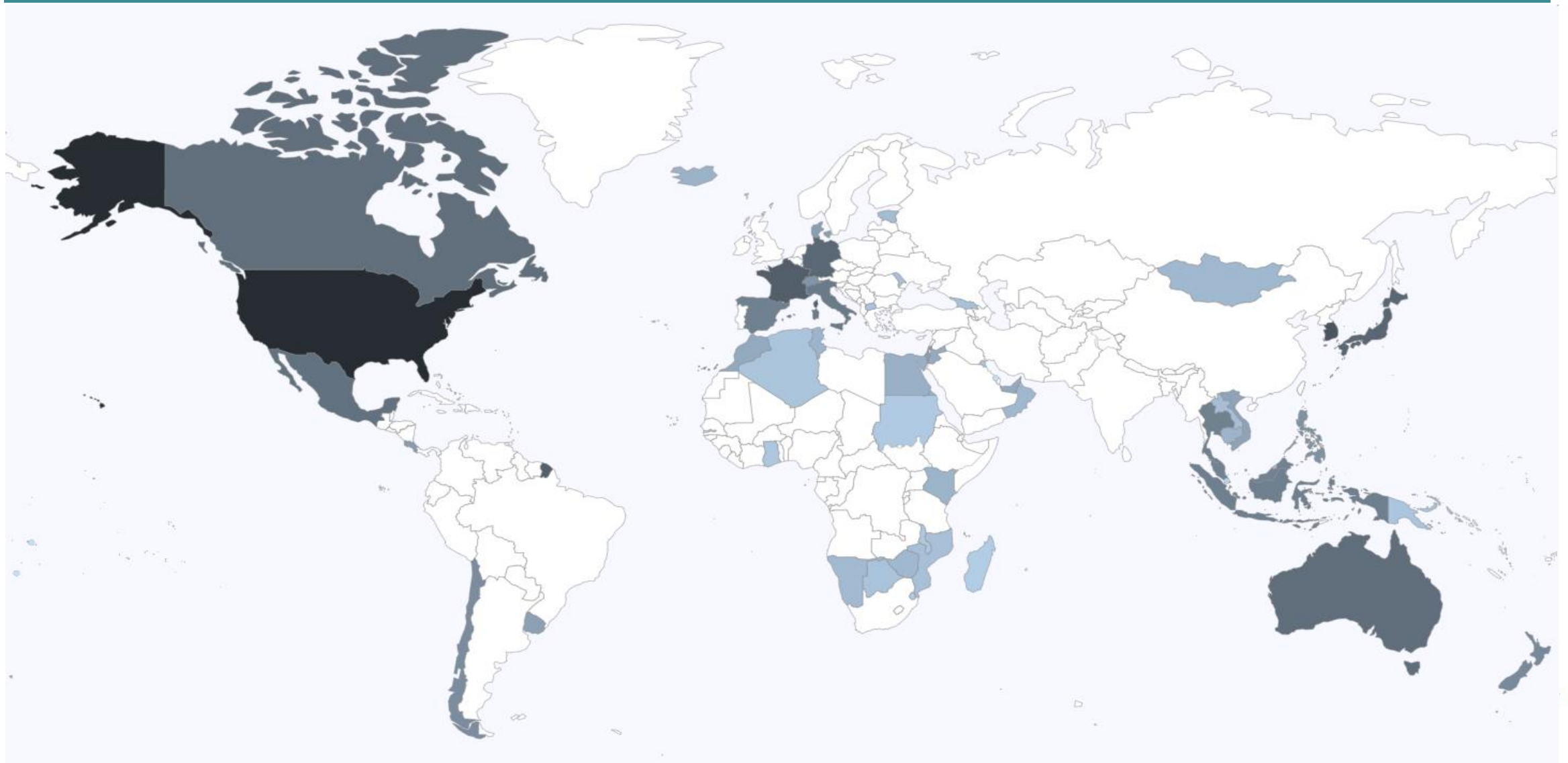
- Mozambique

- Namibia

- Zimbabwe

## Data Coverage - GBD

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# Data Coverage - GBD

## DATABASE CONTENTS

Source	Number of records	Coverage from	Coverage to
WIPO Emblems (Article 6ter)	3,583	n/a	n/a
United Arab Emirates Trademarks	166,752	1993-02-07	2018-12-17
Australian Trademarks	1,723,153	1906-07-03	2019-10-18
Bahraini Trademarks	51,668	1900-01-02	2017-09-28
Bruneian Trademarks	47,973	1886-09-10	2019-10-15
Botswana Trademarks	38,034	1876-03-05	2018-04-25
Canadian Trademarks	1,668,207	1872-12-15	2019-10-12
Swiss Trademarks	426,972	1973-03-07	2019-10-19
Chilean Trademarks	602,514	2001-01-04	2018-08-29
Costa Rica Trademarks	333,048	1800-01-02	2019-10-19
German Trademarks	2,100,582	1875-05-02	2019-10-05
Danish Trademarks	293,067	1880-11-19	2019-10-19
Algerian Trademarks	35,806	1966-09-21	2018-10-04
Estonian Trademarks	60,845	1992-10-02	2019-10-18



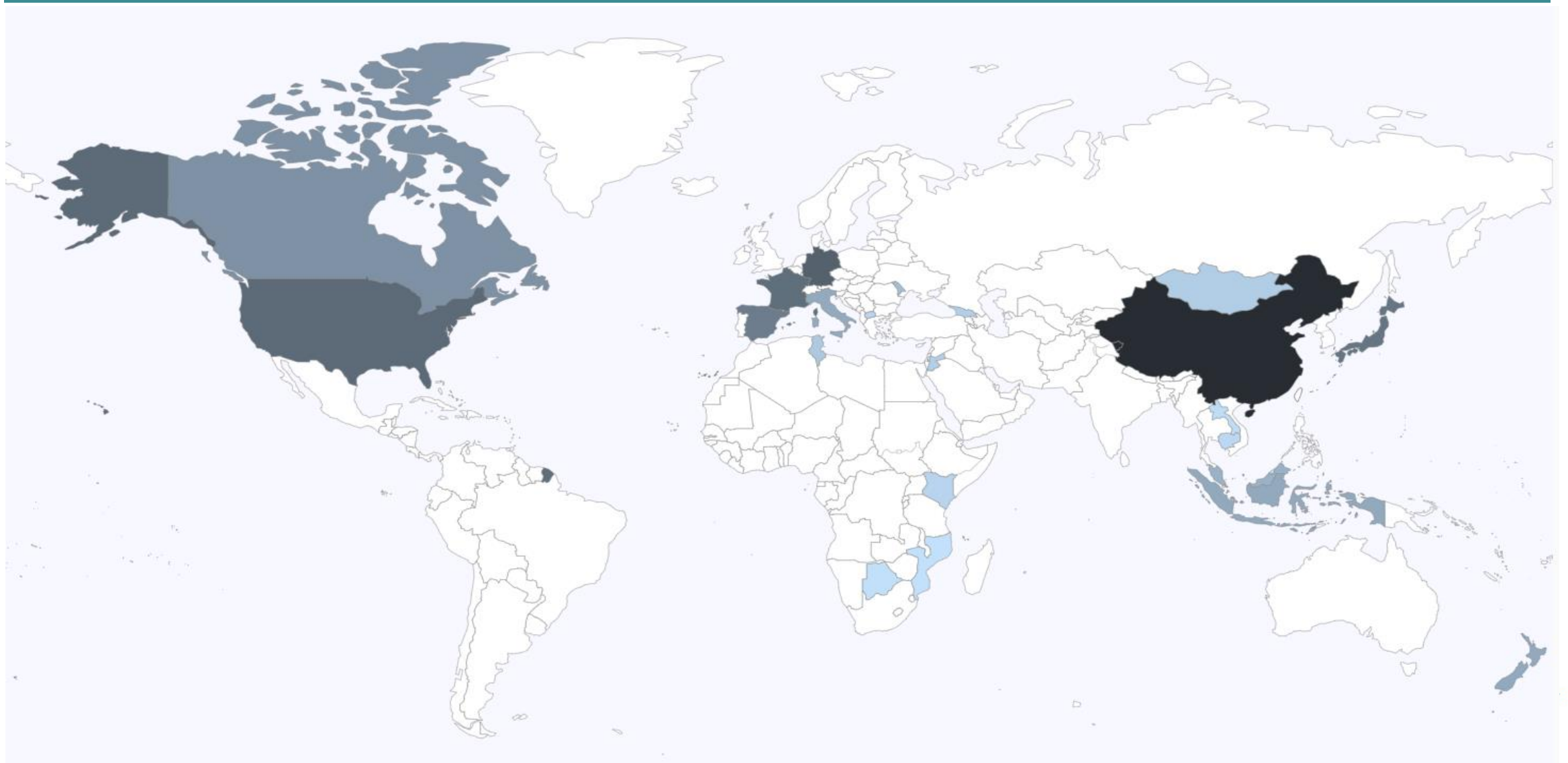
# Data Coverage Expansion - GDD

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- China
- Tunisia
- Italy
- Malaysia
- Lao People's Democratic Republic
- Botswana
- Kenya
- Mozambique
- Brunei Darussalam

## Data Coverage - GDD

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# Data Coverage - GDD

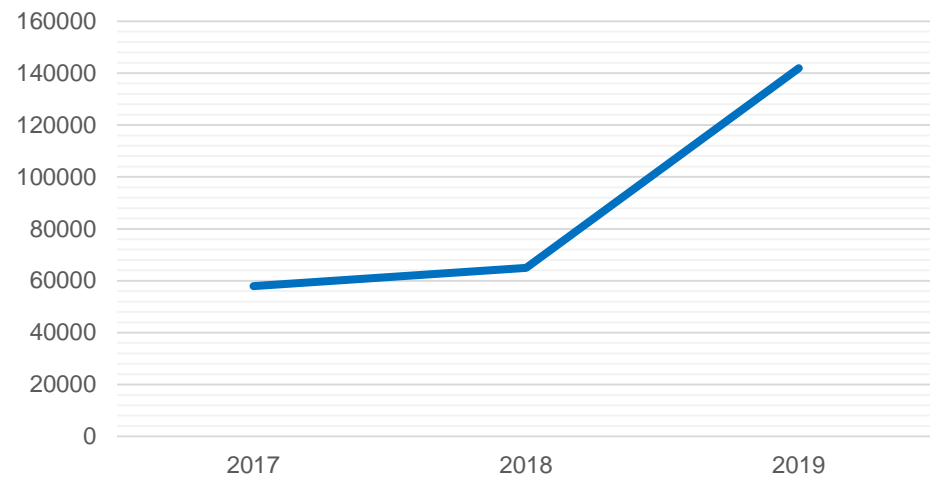
## DATABASE CONTENTS

↕ SOURCE	↕ Number of records	↕ Coverage from	↕ Coverage to
Brunei Darussalam Designs	191	2000-06-25	2019-03-02
Botswana Designs	203	1956-08-11	2018-05-01
Canadian Designs (CAID)	175,781	1974-11-06	2019-04-19
Chinese Designs	5,284,346	1985-04-02	2019-07-18
German Designs	1,179,182	1988-07-02	2019-08-25
EUIPO Designs	1,256,942	2003-03-29	2019-10-16
Spanish Designs	445,194	1977-09-24	2019-10-18
French Designs	768,710	1854-08-11	2019-09-25
Georgian Designs	2,264	1993-06-10	2019-06-13
International Designs (Hague)	99,477	1999-03-02	2018-11-16
Indonesian Designs	52,461	2001-03-27	2019-01-18
Italy Designs	49,132	1989-10-03	2019-01-01
Jordan Designs	2,193	1900-01-02	2018-03-08

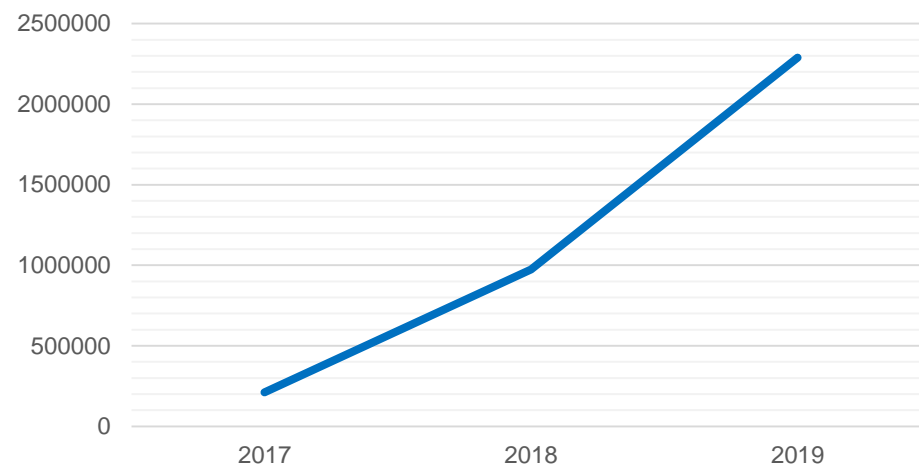
# System Usage

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## Global **Design** Database



## Global **Brand** Database



# Participation in the IP Portal

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## WIPO Officially Launches New IP Portal

September 17, 2019

WIPO has launched its new [IP Portal](#), a one-stop shop to the Organization's full range of online [intellectual property](#) (IP) services. For users of WIPO's IP services for [patents](#), [trademarks](#) and [industrial designs](#), the IP Portal will provide greater consistency in how they interact with WIPO, while maintaining the underlying business processes.



Introducing the  
WIPO IP Portal

**WIPO**  
WORLD  
INTELLECTUAL PROPERTY  
ORGANIZATION

## Protecting IP

- PCT - The International Patent System
- Madrid - The International Trademark System
- Hague - The International Design System
- Lisbon - The International System of Appellations of Origin
- Budapest - The International Microorganism Deposit System
- Article 6ter

## Resolving Disputes

- Alternative Dispute Resolution
- Domain Name Disputes

## Paying for IP Services

- How to Pay

## IP Portal

One-stop shop for online IP services

## In focus

### International Conference on Copyright Limitations and Exceptions for Libraries, Archives, Museums and Educational & Research Institutions

October 18, 2019

### Dominican Republic Joins Lisbon System as 30th Member

October 17, 2019

## Director General





## MY DASHBOARD

Add widgets

WORLD CLOCK

11:43

SUN Oct 20

Switzerland

GLOBAL BRAND DATABASE

Search

Saved Searches

Search Global Brands

Search by Brand name, Applicant/Holder name,  
Application/Registration number

PATENTSCOPE

Search

Saved Searches

Search PATENTSCOPE



Search by Front Page.

NOTEPAD

GLOBAL DESIGN DATABASE

Search

Saved Searches

Search Global Designs

Search by Product Indication, Holder name,  
Application/Design number.

LATEST NEWS

WIPO PRESS RELEASES

[WIPO Wire: Assemblies 2019 End With  
Agreement on Work and Budget](#)

October 10, 2019

[WIPO Wire](#)[WIPO Wire: WIPO Assemblies Opening Soon;  
DG Gurry in Czech Republic](#)

September 26, 2019

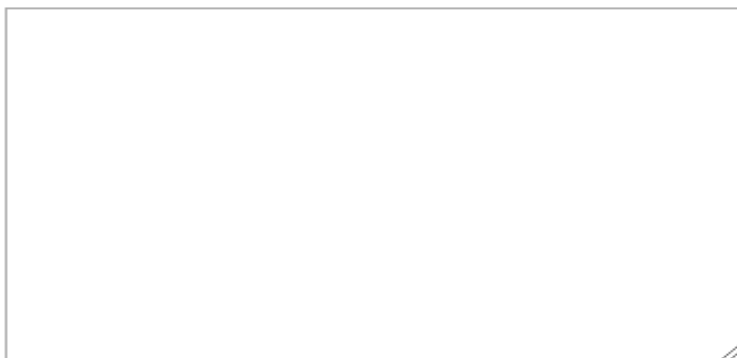
[WIPO Wire](#)

QUICK LINKS

BOOKMARKS



2 &gt;



## QUICK LINKS



You have no quick links. [Add a quick link](#) from the dropdown menu.

## GLOBAL DESIGN DATABASE



Search

Saved Searches

rocking\_chair



20+ results

007012141 - EM

Chair seats

HUIZHOU J&amp;C INTELLIGENT FURNITURE



007012141 - EM

Chair seats

HUIZHOU J&amp;C INTELLIGENT FURNITURE



007012141 - EM

Chair seats

HUIZHOU J&amp;C INTELLIGENT FURNITURE



007012141 - EM

Chair seats

HUIZHOU J&amp;C INTELLIGENT FURNITURE



007012141 - EM

Chair seats

HUIZHOU J&amp;C INTELLIGENT FURNITURE



&lt; 1



3 &gt;



[WIPO Wire: Assemblies 2019 End With Agreement on Work and Budget](#)

October 10, 2019

[WIPO Wire](#)

[WIPO Wire: WIPO Assemblies Opening Soon; DG Gurry in Czech Republic](#)

September 26, 2019

[WIPO Wire](#)

2 &gt;





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: 2019-10-20 04:1

[Help us improve. Take our 2 mins survey.](#)

Data from Madagascar available Over 20,000 records added	2019-10-17	Data from Uruguay available Over 266,000 records added	2019-08-01	Data from 9 ARIPO member states available Over 407,000 records added	2019-04-08	<b>A new AI-powered image search available Use the "Concept" Strategy</b>	2019-04-01	Data from Registro Nacional Costa Rica available Over 326,000 records added	2
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**SEARCH BY**

Brand Names Numbers Dates Class Country

Text =

Image Class =

Goods/Services =

**search**

**FILTER BY**

Source Image Status Origin App. Year \* Expiration \*

AE TM	166,752	AU TM	1,723,153	BH TM	51,668
BN TM	47,973	BW TM	38,034	CA TM	1,668,207
CH TM	426,972	CL TM	602,514	CR TM	333,048
DE TM	2,100,582	DK TM	293,067	DZ TM	35,806
EE TM	60,845	EG TM	125,794	EM TM	1,736,758
ES TM	956,520	FR TM	2,818,476	GE TM	43,006

Display: List Sort: Value - asc

**filter**

1 - 30 / 39,890,933 TMview Display: 30 per page options 1 / 1,329,698

	Brand	Source	Status	Relevanc	Origin	Holder	Number	App. Date	Image Class	Nice Cl.	Image
<input type="checkbox"/>	CREE-SIENDO	MX TM	Pending	1	MX	SOFIPA CORPORATION, S.A.P.I. DE C.V., SOFOM, E.N.R.	0119852150592	2019-12-17	VC.27.05	36	CREE-SIENDO
<input type="checkbox"/>	UNICLA UNIVERSIDAD CONTEMPOR?NEA DE LAS AM?RICAS	MX TM	Pending	1	MX	SERGIO AGUILAR OROZCO	0119852152874	2019-12-13		25	
<input type="checkbox"/>	ICON	NZ TM	Pending	1	NZ	ICON AUDIO LIMITED	1132772	2019-10-21		9	
<input type="checkbox"/>	HEART AND SOUL	NZ TM	Pending	1	NZ	MCL Holdings Ltd	1132771	2019-10-21		43	
<input type="checkbox"/>	PRIMUS INSURANCE BROKERS EMPLOYEE BENEFITS	NZ TM	Pending	1	NZ	PRIMUS BROKERS LIMITED	1132777	2019-10-21		36	
<input type="checkbox"/>	brainhacker	NZ TM	Pending	1	NZ	LYDIA TURNER	1132774	2019-10-21		44	



A world-wide collection of industrial designs data; including WIPO Hague registrations and information from participating national offices.

[Help us improve. Take our 2 mins survey.](#)

searches ▾

records ▾

## SEARCH BY

Design

Names

Numbers

Dates

Country

Indication of Products ▾ =

Design class ▾ =

Description ▾ =

search 🔍

## FILTER BY

Source

Designation

Locarno Class

Reg. Year \*

BN Designs

191

BW Designs

203

CA Designs

175,781

CN Designs

5,284,346

DE Designs

1,179,182

EM Designs

1,256,942

ES Designs

445,194

FR Designs

768,710

GE Designs

2,264

ID Designs

52,461

IT Designs

49,132

JP Designs

588,540

JO Designs

2,193

KF Designs

1,225

Display:

List ▾

Sort:

Value - asc ▾

filter ▾

421 - 450 / 10,866,342



Display:

30 ▾

per page

options ⚙



15

/ 362,212



Sort by

Reg. Date - desc ▾

USID

D0863174



Front door panel for an automobile

2019-10-15

HYUNDAI MOTOR COMPANY



USID

D0863108



Automobile

2019-10-15

HYUNDAI MOTOR COMPANY



USID

D0863107



Automobile

2019-10-15



# Global Design Database

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Integration of the Hague Collection : Interrupted !

# Hague Express

The Hague Express Database, updated weekly, includes bibliographical data and, as far as international registrations governed exclusively or partly by the 1999 and/or by the 1960 Act(s) of the Hague Agreement are concerned, reproductions of industrial designs relating to published bearing a registration date as from January 3, 1985. International registrations that have lapsed are not removed from the database.

## SEARCH BY

Design Names Numbers Dates Country

Indication of Products =

Locarno Class =

Description =

search

## FILTER BY

Designation Locarno Class Reg. Year \* Contracting Party \* Exp

CH	71,600	BE	57,177	LU	57,174	NL	57,170	BX	57,168
FR	55,756	DE	55,417	IT	51,414	ES	37,831	EG	36,035
TN	35,890	MA	32,886	ID	31,029	VA	29,879	AN	28,012
EM	23,908	MC	22,908	LI	22,251	HU	15,234	TR	12,298
GR	11,700	RO	9,281	SI	9,240	UA	8,365	ME	8,342
RS	8,077	MK	8,059	KP	7,745	SG	7,706	DD	7,357
MD	7,260	US	6,340	VN	6,291	NO	5,904	BG	5,287
MN	4,663	SN	4,591	SR	4,485	HR	4,474	BJ	3,835

Display: List

Sort: Count - desc


filter

1 - 10 / 99,477

edit columns

10 per page

1 / 9,948

Reg. No	Holder	Reg. Date	Locarno Cl	Ind. Prod.	Designations	Image
DM/103839	PIAGGIO & C. S.P.A.	2018-11-15	26-06	1.-3. Motorcycle lamps	CH,KR,NO,SG,TR	
DM/103841	MP GROUP NV	2018-11-14	30-99	1. Litter box for pets	EM,US	
DM/103870	SCOTT MUIR	2018-11-14	21-02	1. Folding mountain bike/skate ramp with extension	CA,CH,EM,GB,NO,O	

Hague Express is only current up to **Bulletin 48/2018**

## Hague Express

The Hague Express Database, updated weekly, includes bibliographical data and, as far as international registrations governed

Aiming to Refresh and Resume by November

# The Search Engine

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- Robust Search Engine
- Instant results
- Instant feedback
- Phonetic name similarity
- Fuzzy name similarity

# Major Improvement for GBD Search Engine

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Image Similarity Search : by Concept !

# Search Before you File

The screenshot displays the WIPO website's navigation and service sections. At the top right, there are links for Media, Meetings, Contact Us, My Account, and English. The main header features the WIPO logo and the text 'WORLD INTELLECTUAL PROPERTY ORGANIZATION'. Below this is a secondary navigation bar with links for IP Services, Policy, Cooperation, Knowledge, About IP, and About WIPO, alongside a search bar labeled 'Search WIPO'. The breadcrumb trail indicates the current location: Home > IP Services > Madrid System. The 'Madrid e-services' section is highlighted, featuring four main categories: Search (Global Brand Database), File (Madrid Goods & Services Manager, Member Profiles Database, Fee Calculator, and International Application Form (MM2) PDF), Monitor (Madrid Monitor), and Manage (Madrid Portfolio Manager, e-Subsequent Designation, e-Renewal, e-Payment, and Madrid System forms).

Media | Meetings | Contact Us | My Account | English ▾

**WIPO**  
WORLD INTELLECTUAL PROPERTY ORGANIZATION

IP Services | Policy | Cooperation | Knowledge | About IP | About WIPO | Search WIPO 🔍

Home > IP Services > Madrid System On this page ▾

## Madrid e-services

- Search** → Global Brand Database
- File** → Madrid Goods & Services Manager  
Member Profiles Database  
Fee Calculator  
International Application Form (MM2) [PDF](#)
- Monitor** → Madrid Monitor
- Manage** → Madrid Portfolio Manager  
e-Subsequent Designation  
e-Renewal  
e-Payment  
Madrid System forms



# Likelihood of Confusion

## [Name]

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- Exact matches
- Embedded words
- Phonetic
- Fuzzy
- Stemming



**SOLVED**

# Likelihood of Confusion [Image]



# Classification System

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- Controlled vocabulary for
  - Images classification (# tagging)
  - Images retrieval

# Classification System

## [Vienna]

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Berne 1353

03.01.14 - Bears, koalas, wombats

03.01.24 - Animals of Series I stylized

24.01.03 - Shields containing representations of geometrical figures or solids, lines, bands ...

24.01.05 - Shields containing other figurative elements or inscriptions

24.01.09 - Shields containing representations of animals or parts of animals' bodies

29.01.01 - Red, pink, orange

29.01.02 - Yellow, gold

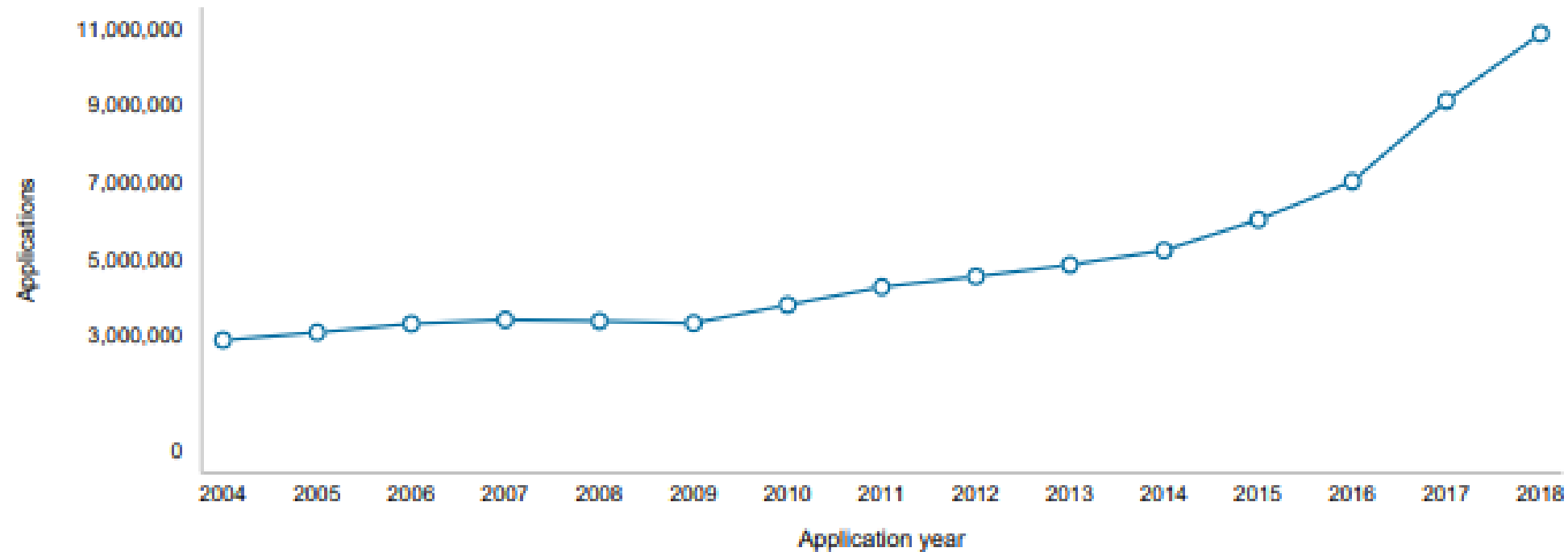
29.01.08 - Black

29.01.13 - Three predominant colours

# World Wide TM Filings

**An estimated 10.9 million trademark applications were filed worldwide**

2.1. Trademark applications worldwide, 2004–2018



# How to cope with Work Load

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# How to cope in 5 years



# How to cope in 10 years





# Change WoW

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- 2014 : GBD released Content Based Image Retrieval (CBIR)
  - Shape
  - Colors
  
- 2019 : GBD released Image Similarity by AI techniques

# Image Similarity by ML

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Teach the machine to classify

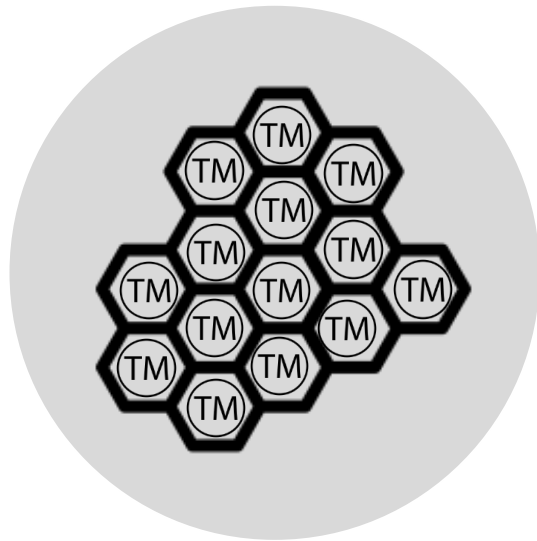
**The  
“How Obvious”  
factor**



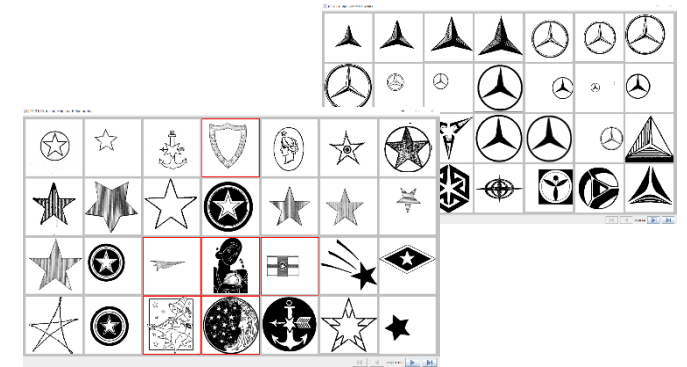
- 05.09.13 - Slices or quarters of fruits, open fruits
- 05.09.04 - Lemons, limes
- 05.09.03 - Oranges, tangerines and the like; grapefruit
- 01.15.18 - More than one drop including teardrops or raindrops
- 01.15.08 - A single drop (including a single raindrop or a single t...
- 05.05.25 - Other flowers including daffodils and irises
- 05.03.25 - Other leaves
- 01.01.04 - A single star with six points
- 02.11.01 - Hearts
- 18.03.06 - Baby carriages and strollers

# Image Similarity by ML

Teach with Which Material ?



- GBD has a large base of images classified by humans
- Select and Clean for hi-fidelity
  - Accuracy
  - Coverage





**THANK YOU**

**Mona Remlawi, Global Databases Division, Global Infrastructure Sector**

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