

Fact sheet | Non Latin Character Watch Solutions™

Protect your trademarks and non Latin character marks with ease

Solutions overview

The non Latin Chinese Character Watch provides the in-depth intelligence within a watch report needed to protect and monitor your brand.

Safeguard your brands in China, Hong Kong, Macau, Singapore and Taiwan using CompuMark™ non Latin Character Watch solutions from Clarivate. The non Latin Character Watch matches your non Latin Chinese Character brand to published trademarks from the listed regions above.

The transliteration of Chinese Characters and translation of goods and services are included on the Watch notice for CompuMark customers. We partner with local experts to deliver specific reporting based on our instruction and your portfolio customization requests. With CompuMark as your trademark watching partner, you can have confidence that your valuable brands are being watched in unison with the timely information you need to minimize the risk of brand dilution and lost revenue.



Solution specifics

Monitor your trademarks for potential infringements in China, Hong Kong, Macau, Singapore and Taiwan registers, delivering risk assessments for each Watch notice. Work with our team on matching strategies to help focus and find the results that are most relevant to your brand.

Clarivate offers a diverse portfolio of patent, trademark, and Watch services to support the Asia-Pacific (APAC) region, while collaborating with corporations and law firms globally.

Through the review process, CompuMark will provide additional insights as to the degree of similarity between your trademark and results provided, based on the following qualifications:

- Visual aspects of the provided non Latin Characters
- Pronunciation of the brand name and overall similarity results
- Provided trademark transliteration from written Chinese verbiage

Non Latin character Watch report example

Mark watched	Mark found
	
黄色 in Chinese characters	
Pinyin version: HUANG SE	Pinyin version: HUANG SE JIE MO
Meaning of the Chinese characters: HUANG: yellow SE: color HUANE SE: yellow The mark as a whole can be deemed as yellow.	Meaning of the Chinese characters: HUANGE SE: yellow JIE MO: mustard The mark as a whole can be deemed as yellow.
Register Watched: China, Hong Kong, Macao, Singapore, Taiwan Classes Watched: 01-09,25-30	Grounds for selection: Pronunciation and Meaning: The pronunciation and meaning of the first two characters of the cited mark are identical with those of the watched mark. Visual aspect: No confusing similarity (*) Overall similarity: LESS PERTINENT
	Register: China
	Intl. class: 25
	Goods/Services: Suspenders; Girdles.
	Applicant: Beijing Xingqi Yinian Technology Trading Co., Ltd. ----- Beijing City, China CHIN
	Preliminary approval number. 55868233
	Filing date: May 08, 2021

Note the differences and similarities between the visual aspects and overall similarity. The non Latin Character Watch report generates the found mark's opposition deadline and Chinese Character transliteration.

Benefits of the CompuMark Non Latin Character Watch



Get a more accurate assessment of your marks as we assign importance to visual and semantic properties when determining the overall degree of similarity within your results



Know your marks are aligned as we match non Latin characters in the same order of appearance



Assess your results at any time with CompuMark's Watch results, including the use and support of the online platform -accessible for 7+ years using custom filter features