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Mobile App Watch

Fact Sheet

**Monitor a critical channel for infringement**

## Brands are going mobile in a big way—and so are infringers. Smartphone users are expected to reach 3.8 billion by 2021[[1]](#footnote-1). So, it’s no surprise that mobile apps designed to divert revenue from well-known brands are becoming common. With millions of apps in the marketplace and hundreds more added every day, ongoing monitoring of the app stores is therefore crucial.

## Powered by CompuMark, [Insert Law Firm Name]’s Mobile App Watch provides the rapid insight needed to help protect your brand, your reputation and your revenue by providing detailed information on Mobile Applications being launched.

## Quality data, quality insights

## Watch notices provide comprehensive information, including the app name, avatar, publisher, price, and number of downloads so you can access the potential impact and target the responsible party.

## Make decisions quickly and address issues related to infringement such as:

* Misuse
* Brand identity
* Unlicensed use
* Confusing similarity

## Value proposition

**Minimize your digital risk**

## The Internet and new digital channels have made our world more interconnected than ever before. While it presents opportunities, it also increases the need for protection. Watching Mobile Applications can answer that need.

As a complement to your Social Media or Web Watch, Mobile App Watch covers 4 million Android and iOS apps to spot potentially conflicting names, empowering businesses to thrive in international markets and yield maximum global revenue potential.

## Key features

* Available in Watch on SERION®, enabling you to review notices as soon as they’re available
* Powerful filtering and sorting for more relevant results
* Export key findings using online collaboration tools
* Monthly reporting

Coverage includes the following countries / regions

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Argentina | Denmark | Italy | Portugal | Taiwan |
| Australia | Egypt | Japan | Romania | Thailand |
| Austria | Estonia | Latvia | Russian Federation | Turkey |
| Belgium | Finland | Lithuania | Saudi Arabia | Ukraine |
| Brazil | France | Malaysia | Serbia | United Arab Emirates |
| Bulgaria | Germany | Mexico | Singapore | United Kingdom |
| Canada | Greece | Netherlands | Slovakia | United States |
| Chile | Hong Kong | New Zealand | South Africa | Vietnam |
| China | Hungary | Norway | South Korea |  |
| Colombia | India | Peru | Spain |  |
| Croatia | Indonesia | Philippines | Sweden |  |
| Czech Republic | Israel | Poland | Switzerland |  |

## Contact information

To request an International Business Name Watch, please contact [Insert Law Firm Name] today.

[compumark.com](https://compumark.com/)

[clarivate.com](https://clarivate.com/)

1. Source: Statista, https://www.statista.com/statistics/330695/number-of-smartphone-users-worldwide/ [↑](#footnote-ref-1)