

Trademark Watching

Trusted, global brand vigilance

Meet the challenge of today's expanding brand threats with complete confidence. Rely on CompuMark's™ expertise and global reach to help safeguard your trademarks from the risk of infringement due to rising trademark filings, proliferating channels, social media, and the web.

Cover all your bases

We watch the full range of trademark-rich common law and digital channels, reducing your risk of missing critical findings.

- Word marks + design marks
- Domain names (including ccTLDs, new and legacy gTLDs)
- Social media usernames
- International business names
- Non-Latin character marks
- Watch an entire class

Reliable trademark data

Make confident risk assessments based on quality data. Our dedicated quality team reviews data from trademark sources worldwide to identify and correct errors, so you can act with certainty.

Industry-leading expertise

With 17 years' average experience, our Watch Analysts have the expertise to develop a tailored watch strategy for your specific needs.

Global depth and breadth

Watch your marks in more than 250 countries and territories across 190+ official trademark registers, including emerging markets other providers may overlook. We take the time to present data in a consistent format – additional work others do not perform.

Efficient delivery

We deliver actionable information when you need it, so you can act quickly to protect your brands.

Fast, efficient watch management

Get more done in less time, with less effort. Watch on SERION® simplifies and speeds every aspect of your trademark watching.

- Review watch notices by email or in SERION as soon as they're available
- Accelerate your review with powerful filtering and sorting, plus POCA similarity scoring
- Prioritize actions with our innovative Opposition Dashboard, showing the days to opposition for each mark cited
- Hide marks from watch results to avoid duplicates on future notices
- Access 6 years of watch history
- Export and email key findings to clients and share results with colleagues using online collaboration
- Customize your user experience within Watch on SERION preferences
- Access watch notices on the go with our Trademark Analysis app for the iPad

To learn more, visit compumark.com

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