

Trademark Research for mergers and acquisitions

Don't miss any valuable marks

Negotiating a merger and acquisition deal? Determining the integrity of a company's brand portfolio is a vital step. Missing a single trademark could cost you millions. CompuMark™ can help with thorough trademark validation services.

A comprehensive research solution

Our team helps trademark attorneys and brand owners at every stage of the M&A process.



Phase 1: Initial research

Enhance your awareness of the trademark portfolio in the initial stages of M&A, including portfolio size and global reach, potential conflicts, competitive activity and more.

CompuMark Portfolio View

A report showing the basic details of a trademark portfolio, checking the trademark registers of more than 200 countries worldwide.

Includes:

- Volume (number of records)
- Geographic spread (number of registers, records per register)
- Recent filing history

CompuMark Portfolio View Plus

Portfolio View report plus a heat map indicating gaps and protected areas in the trademark portfolio.



Phase 2: Due diligence

Make more informed decisions during the due diligence phase of M&A by reviewing trademark records, performing gap analyses and searching key markets for potential dilution of rights.

CompuMark M&A Title Check

- Review of records provided by the seller
- Confirm current details for owner
- Status for each record

CompuMark M&A Due Diligence Package

- M&A Title Check
- Global Owner Search

CompuMark M&A Due Diligence Package Plus

- Dilution Searches – checks the state of the register and the strength of protection
- Gap Analysis – checks that brands are protected in key registers and classes



Phase 3: Post-deal

Free up your busy organization post deal with assistance clearing new names for rebranding and updating owner details for entire portfolios.

CompuMark Record Check

Data validation, examining and confirming details of records provided by the seller.

CompuMark Recordal Services

Updating owner name and address details on trademark registers around the world for an entire portfolio, including all documentation and project management services.

CompuMark Portfolio Upload

Providing portfolio records in an electronic file, formatted for direct upload into your IP record management system.

CompuMark Re-Branding Services

Screening and full availability searches to check that a potential new name is clear to use and register by country, region or globally.

To learn more, visit compumark.com



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