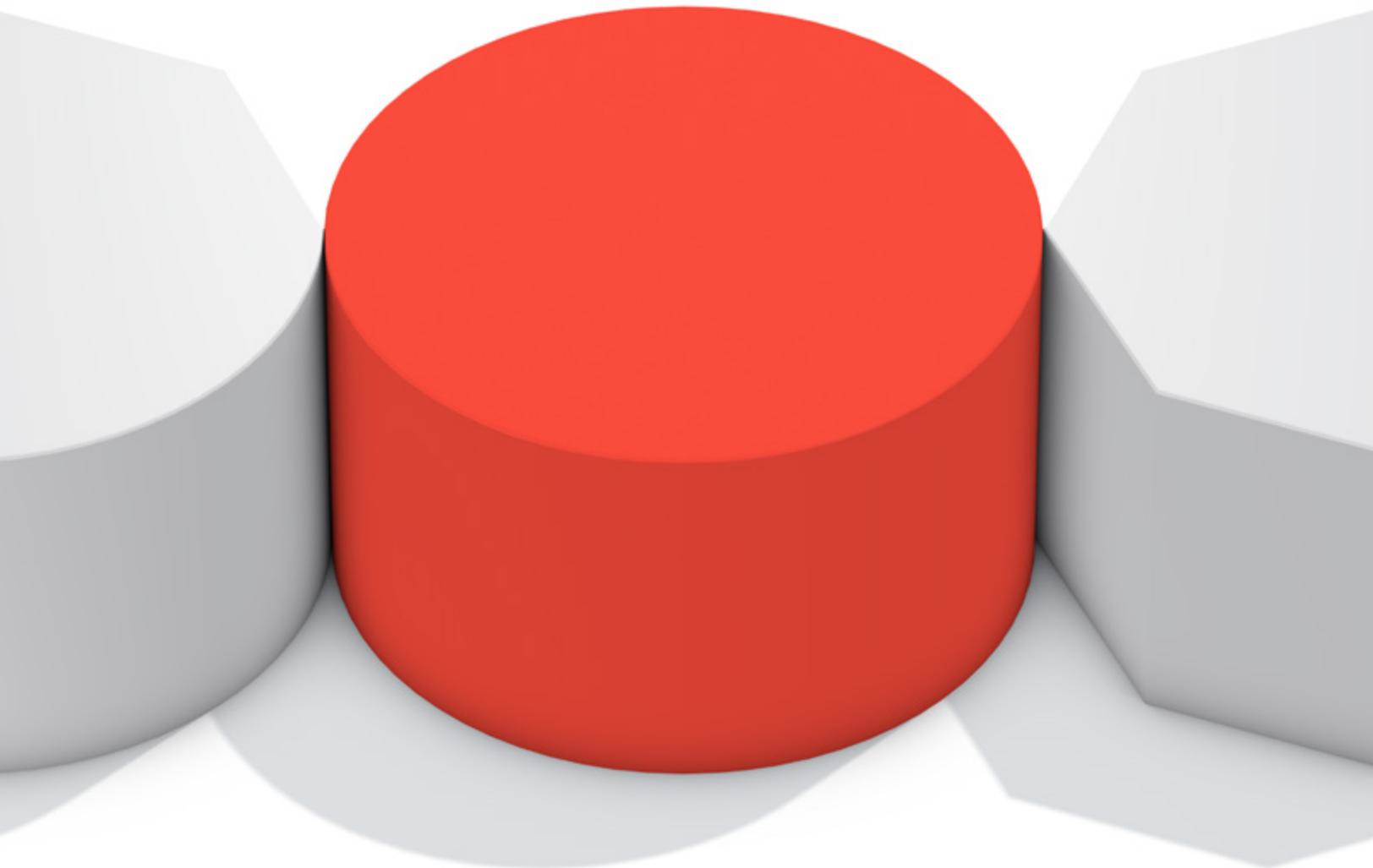# Research and protection for pharmaceutical trademarks

A prescription for brand certainty

With millions of healthcare brands in use around the world, selecting, clearing, registering, and protecting pharmaceutical marks is a complex endeavor. Heightened standards, regulatory compliance and dual approval timeline coordination make the trademark process even more challenging. To be successful, pharmaceutical brand owners need specialized tools and solutions that they can trust.

Rely on CompuMark for leading pharmaceutical trademark solutions

Specialized knowledge
Our dedicated Pharmaceutical Research Team understands the unique dynamics of the global pharma industry. Our seasoned analysts have the training and expertise to evaluate confusingly similar marks and drug names under the industry's expanded criteria, delivering accuracy that most free or low-cost services can't match.

FDA-compliant POCA
Phonetic and Orthographic Computer Analysis (POCA) helps identify potentially problematic names early in the clearance process by assessing the similarity of the mark in writing and speech, reducing the risk of rejection. We cover all available data sources searched by the FDA using the same algorithms and similarity threshold. Dealing with a non-U.S. regulator? We also offer POCA analysis using Health Canada or European Medicines Agency data to give you the insight you need to succeed.

Comprehensive sources
Why risk missing a mark? In addition to trademark data, our most comprehensive search focuses on pharmaceutical industry-specific common law and web sources, for more relevant results. We include RxNorm and Drugs@FDA as recommended by the FDA, as well as four additional sources unique to CompuMark: Micromedex, the National Drug Code Directory, FDB Med Knowledge, and new gTLDs.

Full-search results sooner
We understand the challenge of juggling timelines for pharmaceutical marks. That's why we are delivering U.S., Canada, and Global. Full Search results for word marks in just 2 business days, at no additional cost.

Naming Tool on SERION
Finding a unique yet compliant name gives you an advantage with drug regulators and Trademark Offices, but it's easier said than done... until now. We've reinvented the process with trademark-aware name generation technology trained on Class 5 marks, Pharma-in-Use, and industry-specific common-law sources. Driven by AI, the Naming Tool provides pharma-appropriate name suggestions based on user criteria, simultaneously analyzing names against registered trademarks, so you can have confidence in your brand name choices while reducing the risk of barriers during the trademark clearance process.

Full Pharmaceutical Search XC provides the critical intelligence you need to reduce your business risk.

Search with comprehensive coverage

Full Pharmaceutical Search XC–U.S., Canada, and Global

Want maximum certainty? Our comprehensive Pharmaceutical Search XC expands coverage with additional industry sources – including 6 unique to CompuMark™. Available for the U.S., Canada, and Global (for select registers), this analyst-led search includes branded clinical trial names from ClinicalTrials.gov data from the European Medicines Agency, and IQVIA's (formerly IMS Health) Pharma-in-Use database.

U.S. and Canadian searches include FDA- and Health Canada-compliant POCA searches at no extra charge to help reduce the risk of rejection Global Pharmaceutical Searches for European registers include European Medicines Agency (EMA) as a POCA Source.

The FDA POCA Score

Short for Phonetic and Orthographic Computer Analysis, POCA is a technology released by the U.S. Food and Drug Administration (FDA) in 2014 for evaluating proposed drug names for their potential of confusion with existing names – a common cause of medication errors. A proposed name is analyzed for orthographic and phonetic similarity against a database of existing drug names, assigning a score that ranks similarity on a scale of 1 to 100. The higher the score, the greater the similarity – and greater the risk of FDA rejection.

CompuMark's U.S. POCA:
- Mirrors the FDA's internal analysis
- Searches both RXNorm and Drugs@FDA as recommended
- Uses the same algorithm and similarity threshold

CompuMark Match Score

The CompuMark Match Score uses the FDA's authentic POCA algorithm to compare your mark to Class 5 trademarks outside of the traditional POCA databases: RxNorm and Drugs@FDA.

Search or watch citations from the POCA database are displayed with POCA scores, while search or watch citations from other sources are displayed with Match Scores, allowing you to make a direct, objective comparison between two marks, regardless of their source.

- Included free for all pharmaceutical availability searches
- Powered by POCA algorithm
- Enables objective analysis
- Helps you pinpoint the most relevant results rapidly online

Smart screening
for maximum efficiency

Pharmaceutical name screening services

Analyst-led screening searches
Knock out unavailable names early with expertise you can trust. CompuMark's Pharma Research Team identifies identical, phonetically identical and closely similar marks from 105+ registers, as well as Pharma In Use. U.S.- or Canadian-compliant POCA screenings follow guidelines set by the FDA and Health Canada to give you deeper insight on drug name candidates.

SAEGIS® for Pharma
Put self-service screening solutions to work for you. SAEGIS lets you perform knock-out searches in key jurisdictions and the Pharma In Use database with speed and ease – whether you want an automated search strategy or want to create your own. Results include POCA Similarity Scores and Match Scores for Class 5 citations.

SAEGIS AutoScreen simplifies your screening, using its powerful algorithm to search for phonetic and orthographic variations – crucial to clearing pharma names.

Pharma Search Strategy Extension
(available upon request for no additional charge) provides additional prefixes and suffixes to your AutoScreen search, with a frequency matrix to help assess the uniqueness of specific prefixes and suffixes.

SAEGIS Custom Search lets you define a custom screening strategy to meet your precise needs. Add industrial, domain name, or company name coverage.

Proactive protection

Pharmaceutical Trademark Watch with Match Scores

CompuMark makes safeguarding your valuable pharma brands even easier with our Match Score data for Class 5 watch results, available at no additional charge.

- Narrow in on the most important hits quickly by adjusting the similarity threshold filter
- Objectively compare marks regardless of source
- Strengthen your case in cease and desist letters and opposition proceedings
- Authentic similarity scoring method used by the FDA

Regulatory-compliant tools for success

POCA the recommended way

To give you the best chance of successfully clearing drug names, our Phonetic and Orthographic Computer Analysis (POCA) search tools are designed according to regulator guidelines – no tweaks or adaptations – so you can see what they will see when they evaluate your mark.

CompuMark's U.S. POCA search features only the FDA-recommended:

Content sources
RXNorm and Drugs@FDA

Authentic algorithm
Developed and used by the FDA
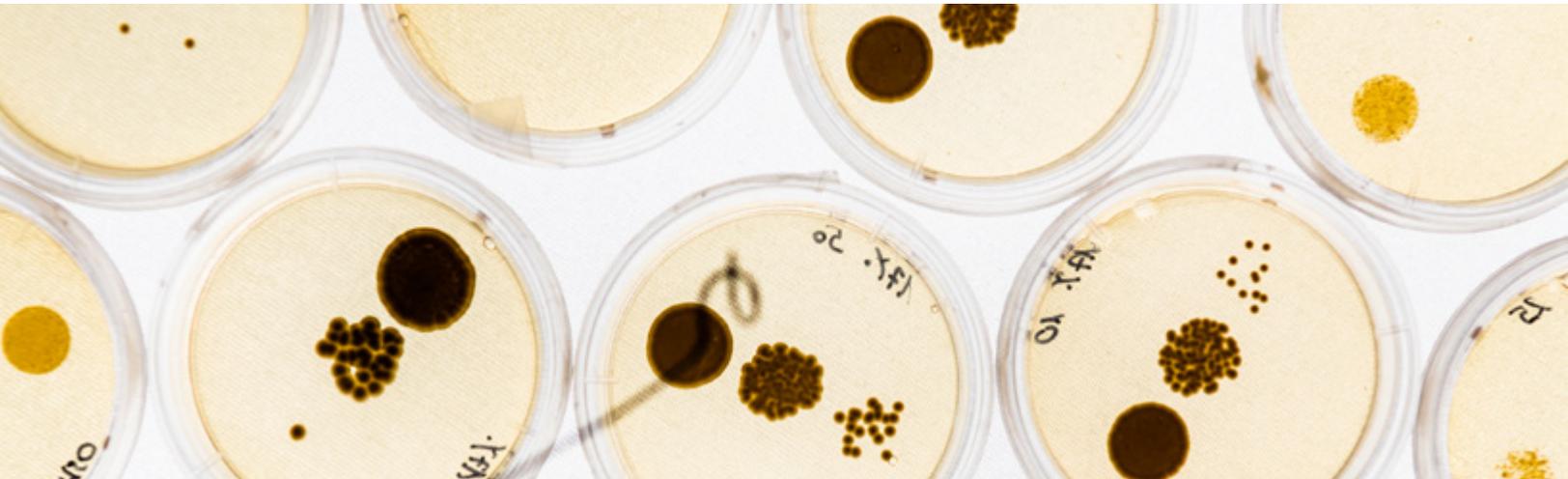
Similarity threshold
Set to 50% for full results

Health Canada-compliant POCA

Preparing to navigate Health Canada's safety evaluation for new drug names? We've got you covered. Our Canadian POCA Search follows Health Canada guidelines. We search against the recommended Canadian Drug Products Database (DPD) as well as the Canadian Licensed Natural Health Products Database (LNHPD) to mirror this regulator's analysis as closely as possible.

European Medicines Agency-compliant POCA

The European Medicines Agency's Name Review Group most commonly rejects drug names because they are too orthographically and/or phonetically similar to an existing product. Be prepared and pre-evaluate your mark with a POCA analysis against European Medicines Agency (EMA) data.

24x5
Customer care

AMERICAS
Main office (USA): + 1 (800) 692 8833
compumark.us@clarivate.com

Canada: + 1 (800) 561 6240
compumark.ca@clarivate.com

APAC
Japan: +81 (0)3 4589 2300
compumark.jp@clarivate.com

EMEA
Main office (Belgium):
+ 32 2 200 89 98
compumark.be@clarivate.com

UK: + 44 020 3564 5888
compumark.uk@clarivate.com

France: + 33 01 57 32 47 99
compumark.fr@clarivate.com

Italy: + 39 02 23 33 1221
compumark.it@clarivate.com

Germany: + 49 69 153 253 300
compumark.de@clarivate.com

compumark.com
clarivate.com