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 regulatory guidelines – no tweaks or adaptations are necessary. POCA will see what they see when they evaluate your mark.

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 closely as possible.

Content sources
RXNorm and Drugs@FDA

Authentic algorithm
Developed and used by the FDA

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.

Content sources
RXNorm and Drugs@FDA

Authentic algorithm
Developed and used by the FDA

Similarity threshold
Set to 50% for full results

Research and protection for pharmaceutical trademarks
A prescription for brand certainty

With millions of healthcare brands in use around the world, selecting, creating, registering, and protecting pharmaceutical marks is a complex endeavor. Heightened standards, regulatory compliance and dual approval timeframe mandates 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

Full Pharmaceutical Search XC–U.S., Canada, and Global
West maximum certainty. Our comprehensive Pharmaceutical Search XC expands coverage with additional industry sources – including if referral to CompuMark. Available for the U.S., Canada, and Global for leading pharmaceutical marks, this analyst-led search includes branded clinical trial names from ClinicalTrials.gov, RxNorm, Micromedex, and Drugs@FDA as recommended by the FDA, as well as four additional sources unique to CompuMark: Micromedex, National Drug Code Directory, FDA Med Knowledge, and new IQDAs.

Comprehensive success
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 DruggPA as recommended by the FDA to ensure faster, more precise results while reducing the risk of barriers during the trademark clearance process.

Naming Tool on SERION
Using proprietary algorithms, the Pfizer POCA algorithm helps identify generally 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 algorithm and similarity threshold.

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Smart screening for maximum efficiency

Analyze search results
Knock on the door with confidence. The Pfizer Research Team identifies identical, phonetically, and closely similar marks from IP registrants, as well as Pharma In Use, in Canadian- or U.S.-compliant searches. We provide you with a deeper insight into your mark candidates.

Full Pharmaceutical Search XC–U.S., Canada, and Global
The CompuMark Match Score uses the FDA’s official POCA algorithm to compare your mark to Class 5 trademarks outside of the traditional POCA database, fullRx and DruggPA. Searches or watch citations from the POCA database are displayed with FDA- and Health Canada-compliant searches with comprehensive coverage regardless of their source. Full Pharmaceutical Search XC–U.S., Canada, and Global (for select registers), to CompuMark 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 for Pharma
Pharmaceutical Trademark Watch with Matches
Smart screening for maximum efficiency

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

• Run or the most important IP quality by adjusting the similarity threshold.
• Objectively compare marks regardless of source.
• Strengthen your case in cease and desist letters and opposition proceedings.
• Auto-adjust similarity scoring methodized by the FDA.