

## Case study | TM go365

# How British American Tobacco cultivates new brands at the speed of global markets

As in other consumer industries, brands are central to British American Tobacco's (BAT) business. With innovation at the core of the company's global growth strategy, the in-house legal team is tasked with performing rapid due diligence for a continuous stream of new brands destined for markets around the globe.

Researching large volumes of trademarks quickly, while effectively mitigating the risk of launching with a brand already in use, is a tall order for trademark professionals like BAT Trade Mark Counsel Romina Sarti. To meet the challenge, she relies on TM go365™, the self-service trademark research solution, powered by CompuMark™.

### High volume, short timelines

"We are in a very fast-developing category, introducing many next-generation products in an ever-expanding number of markets," Romina Sarti explains. "I receive a tremendous volume of new

marks that must be cleared for use in a wide range of contexts worldwide."

While the volume of marks is high, the timelines are extremely tight. It's not uncommon for Romina to receive a request to research 20 or 25 names in 10 international markets, and another 20 names in 10 different markets, often by the following day.

"I don't think I've ever been asked to do something and 'take my time'," she jokes. "Normally, they need it yesterday."

Romina notes that not all brands are destined for the same exposure. Some marks may be in use for only a limited time, for specific local markets, or they may be secondary or tertiary brands that are subordinate to main brands.

"After the initial launch of a new product, these secondary and tertiary brands account for 95 percent of the searches I perform," she notes.

**Romina Sarti, Trade Mark Counsel, British American Tobacco (BAT)**

Romina Sarti has over 10 years' experience in intellectual property matters. She is a UK/EU-qualified trade mark attorney specializing in the clearance, protection, exploitation, and enforcement of global brands in the fast-moving consumer goods (FMCG) sector. Most of her experience in IP has been in-house, currently at BAT where she joined as a Trade Mark Counsel in 2018 and previously served as IP Counsel at Diageo, a global leader in alcoholic beverage brands. Before her in-house experience, Romina worked as a corporate/commercial lawyer in Chile at Grasty Quintana Majlis and then she moved to Landwell/Price Waterhouse Coopers in Spain, where she started her career in IP, focusing on issues relating to protection, exploitation and enforcement of trade marks, designs and domain names in Spain and the EU.

The sheer volume of these marks poses significant budget challenges. While Romina underscores the critical value of a full availability search for key brands, budget realities and time pressures may not permit this when searching dozens of potential marks in many different jurisdictions – especially for secondary or tertiary brands.

"In these cases, we need to rely more on preliminary searches," Romina says. "But whatever check we do, we need to know we can trust the results."

**Meeting the challenge with innovation**

To meet these challenges, Romina counts on TM go365, the self-service trademark research solution powered by CompuMark. With advanced artificial intelligence technology, TM go365 delivers reliable search results for jurisdictions worldwide in just seconds.

"In situations when I am unable to perform a full availability search due to time or budget constraints, I rely on TM go365 for my own peace of mind," Romina says.

Romina notes that TM go365 also complements SAEGIS®, an online trademark screening solution from CompuMark, which she often uses for quickly "knocking out" identical or closely similar registered trademarks.

"Generally speaking, if I need to run searches in particularly tight deadlines, I use TM go365," she says. "It enables me to spend almost no time entering the search criteria, which is particularly useful for multi-word trade marks. This way, my time is much better spent analyzing the results."

**Convenience meets quality**

Because TM go365 is an online, self-service tool, Romina says it allows her to sit with her business unit colleagues and research names collaboratively.

"I can quickly assess the degree of risk posed by the trademarks the business unit is considering," she explains, noting that TM go365's artificial intelligence does the hard work of creating effective queries.

"I don't have to use wildcards, alternate spellings, or phonetic variations. I simply enter the mark and I have the results in seconds."

**"In situations when I am unable to perform a full availability search due to time or budget constraints, I rely on TM go365 for my own peace of mind."**

**Romina Sarti, Trade Mark Counsel for BAT**

Those results are highly relevant, Romina says. "The amount of hits TM go365 delivers is what I would expect. And results are ranked by relevance, which helps me prioritize which records I want to focus on first," she explains. Filtering and sorting tools help her zero in on critical results quickly. And she can easily export results into a spreadsheet or other report format for her records or to share with colleagues.

Romina gives TM go365 high marks for flexibility. "I can customize the way I use it depending on the particular need I have," she says. "For example, when searching multiple marks, I can either search them all at once or go one by one."

### **Image searches made easy**

Romina occasionally has image marks to search and she recalls her first experience using TM go365's image search capability.

"We didn't have time to do a full image search, so we decided to try TM go365. I simply pasted the image into the tool and in minutes I had an answer," she recalls. "I was wowed by the speed, ease, and the level of confidence in the results. It's absolutely brilliant."

In the past, Romina says she would have ordered an analyst image search, if she had the time and budget. "Or I might have tried to identify and use the right Vienna codes and run a search myself, which would take a significant amount of time," she says. "That can't compare to clicking on an image, putting it into TM go365 and waiting a minute – without any effort!"

She can then review image results side-by-side in a "tile" view, along with trademark details for each. "Not only is the search performed quickly behind the scenes, but it allows me to review the results quickly, saving time and effort. It's fantastic," she says.

### **Inspiring brand confidence**

While freeing up time and effort for more strategic activities is always welcome, Romina says it all comes down to the quality of search results.

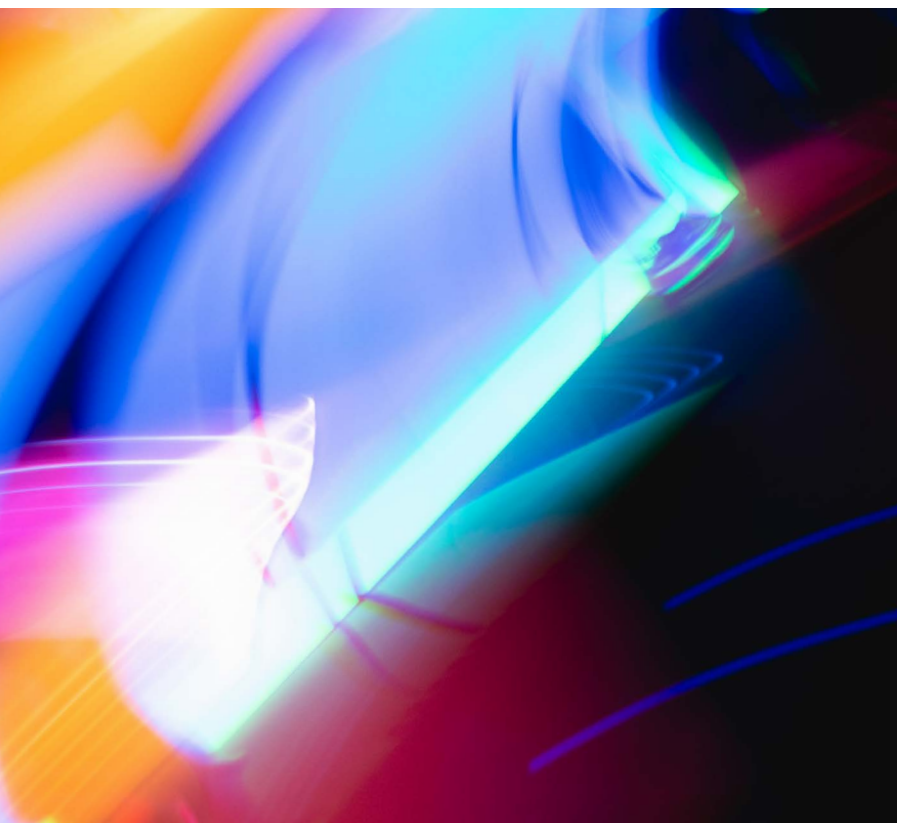
"I really trust the results I get from TM go365," she says, noting that she has performed checks and comparisons with full searches to verify the accuracy. "It has not happened to me yet that something really relevant came up on a full search that didn't come up in TM go365. That gives me a lot of confidence."

TM go365's unique combination of quality, speed and convenience has made Romina a fan.

"It enables anyone, with any level of technical searching skills, to get quality results. The tool takes care of it, and this way time is better spent analysing the results" she says. "That's the brilliance of TM go365."

**"I was wowed by the ease, the speed and the level of confidence in the results. It's brilliant."**

**Romina Sarti, Trade Mark Counsel for BAT**



## About Clarivate

Clarivate™ is a global leader in providing solutions to accelerate the lifecycle of innovation. Our bold mission is to help customers solve some of the world's most complex problems by providing actionable information and insights that reduce the time from new ideas to life-changing inventions in the areas of science and intellectual property. We help customers discover, protect and commercialize their inventions using our trusted subscription and technology-based solutions coupled with deep domain expertise. For more information, please visit [clarivate.com](https://clarivate.com).

Contact our experts today:

**+1 215 386 0100 (U.S.)**

**+44 (0) 20 7433 4000 (Europe)**

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