

Flexibility, scale and confidentiality

Global chemicals leader establishes new brand identity
during divestiture with innovative IP strategy

Amid a significant strategic shift, a global chemicals leader needed to build a new brand identity that aligned with its sharpened focus on essential chemicals.

They required a reliable partner to navigate the complexities of clearing, securing and protecting a new global corporate brand as part of a larger merger and acquisition (M&A) project, including a divestiture of a portion of its existing business.

The challenge was immense: clearing, securing, and protecting a new global corporate trademark portfolio while managing a divestiture of a portion of its existing business.

They chose Clarivate, home to leading trademark solutions including CompuMark and Trademark Administrative Services.

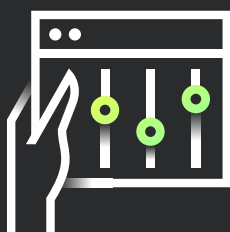
The project encompassed over 70 countries and demanded strict confidentiality, rapid turnaround times and adaptive strategies to ensure the successful launch of the new brand.

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Comprehensive trademark strategy and tactics for global success

In 2024, the global chemicals business had revenue of almost \$55 billion, highlighting the company's reputation as a leader in the market and, therefore, the importance of the rebranding project.

To address the client's evolving needs, the Clarivate trademark search team created a comprehensive strategy covering five main pillars.



In-depth trademark searches

The client considered many options for their new company name and logo. To help them make the best choice with minimal risk, Clarivate conducted extensive CompuMark screening searches, followed by CompuMark full availability clearance searches together with legal opinions provided by the Clarivate global network of associates.

Delivering thorough searches across multiple jurisdictions enabled the client to identify potential conflicts and ensure their trademarks were unique and free of legal issues for all of their 45 sites.



Advanced tools and technology

Leveraging Clarivate tools and extensive databases, the client benefited from accurate and timely results. They were able to utilize many Clarivate solutions, including:

- Search Plus, a paralegal enhanced screening service
- Full Clearance Search with Legal Opinion
- Trademark Filing and Prosecution
- IP Recordals

Another significant advantage for the client came from the ability to condense and organize search results into easily readable reports. The client was able to share insights across their corporation in real time, which was integral to the success of the project.



Proactive problem solving

Appointing a single contact to discuss all aspects of the project helped maintain close communication throughout the process. Efficient communication methods were paramount, helping the client mitigate risks, streamline processes and make strategic brand decisions between teams.

When the project timeline was shortened, Clarivate swiftly adapted to meet the tight deadlines.



Confidentiality and discretion

Given the sensitive nature of the project, Clarivate implemented strict confidentiality protocols.

All communications and data handling were conducted with the utmost discretion to protect the client's interests and reputation, allowing them to focus on their strategy and future plans.



Leveraging scale for quick turnaround

A significant advantage for the client was the ability of Clarivate to meet very aggressive deadlines. Due to the Clarivate advanced technology, efficient processes and expansive teams located in different time zones, it is unlikely any other provider in the world could match this quick turnaround.

This expertise, global presence and technological edge allowed the client to benefit from timely and efficient service, ensuring the project's success within the required and continuously changing timeframes.

Safeguarding brand integrity for optimal business success

By partnering with Clarivate on trademark searches, recordals and filing and prosecution services, the chemistry leader was able to concentrate on their core business activities while safeguarding their brand integrity. The client's feedback highlighted their satisfaction with Clarivate's flexibility, scalability and diligence.

Some of the positive outcomes for the client included:



Successfully securing trademark registrations for their company's divestiture in multiple key markets.



Benefitting from the unique ability of Clarivate to identify and address potential conflicts early while helping inform strategic brand decisions along the way.



Ultimately, with the help of the Clarivate team, the client successfully cleared the new name and logo of the split company under strict pre-set deadlines.



Harnessing the power of future relationships

The client's brand integrity was preserved through timely and confidential services, resulting in the successful registration of trademarks in key markets and a seamless divestiture. The success of this complex project led the global chemistry leader to extend their contract and engage Clarivate for future initiatives.

By adhering to tight schedules and managing varying project outcomes, we reinforced our reputation as a reliable and expert provider of trademark search services.

Industry

Chemicals

Challenge

Clearing and securing a new corporate brand amidst a divestiture.

Solutions

Search Plus:

CompuMark trademark screening with paralegal review of results.

Full Search with Legal Opinion:

CompuMark comprehensive trademark clearance search together with expert legal analysis by our associate network.

Trademark Filing and Prosecution:

Services for managing trademark registration and maintenance.

IP Recordals:

Services for updating and maintaining IP Records.

Let us help you navigate rebranding complexities with confidence. To learn more, visit: clarivate.com/ip

Contact our experts today:

clarivate.com