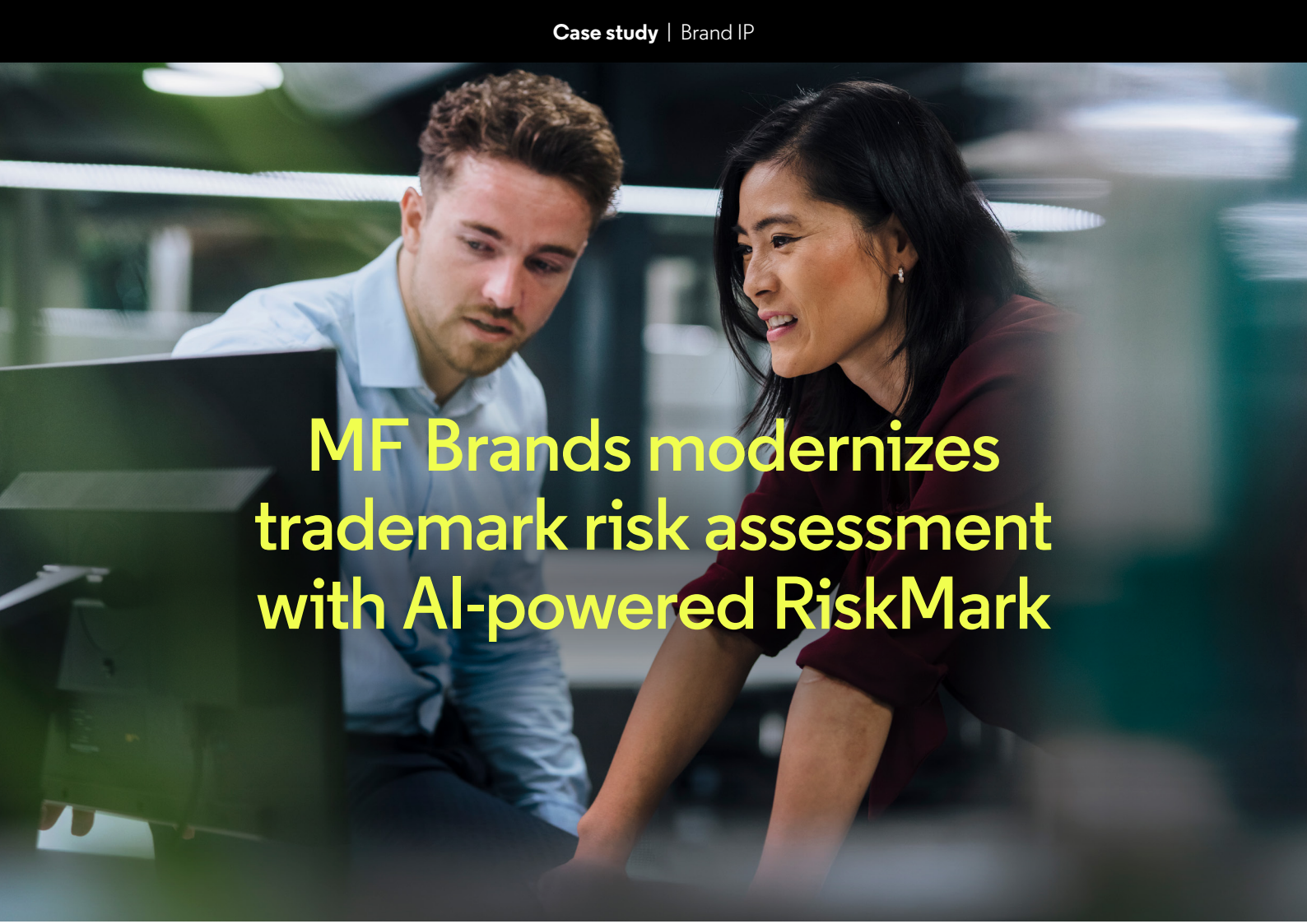




MF Brands modernizes trademark risk assessment with AI-powered RiskMark

How MF Brands Group partnered with Clarivate to accelerate trademark risk decisions while saving time and optimizing resources using a forward-thinking AI solution.

MF Brands Group: Cultivating a global portfolio of iconic marks

Lifestyle brands on a universal scale

At the renowned Swiss family-owned apparel group MF Brands, managing intellectual property is synonymous with operating on a truly global scale.

From iconic names like Lacoste and Gant to specialized brands like Tecnifibre and Aigle, the group's advanced portfolio spans not just product categories but also markets and jurisdictions. To keep pace with this complexity

and modernize their approach to portfolio management, MF Brands has turned to RiskMark, leveraging AI-driven insights to make faster, more consistent and evidence-based trademark decisions worldwide.

IP protection worldwide

At the center of the effort to create, maintain and protect MF Brands Group's highly visible lifestyle brands is a strong centralized IP function, encompassing online and offline enforcement, IP portfolio management, clearance and strategy.

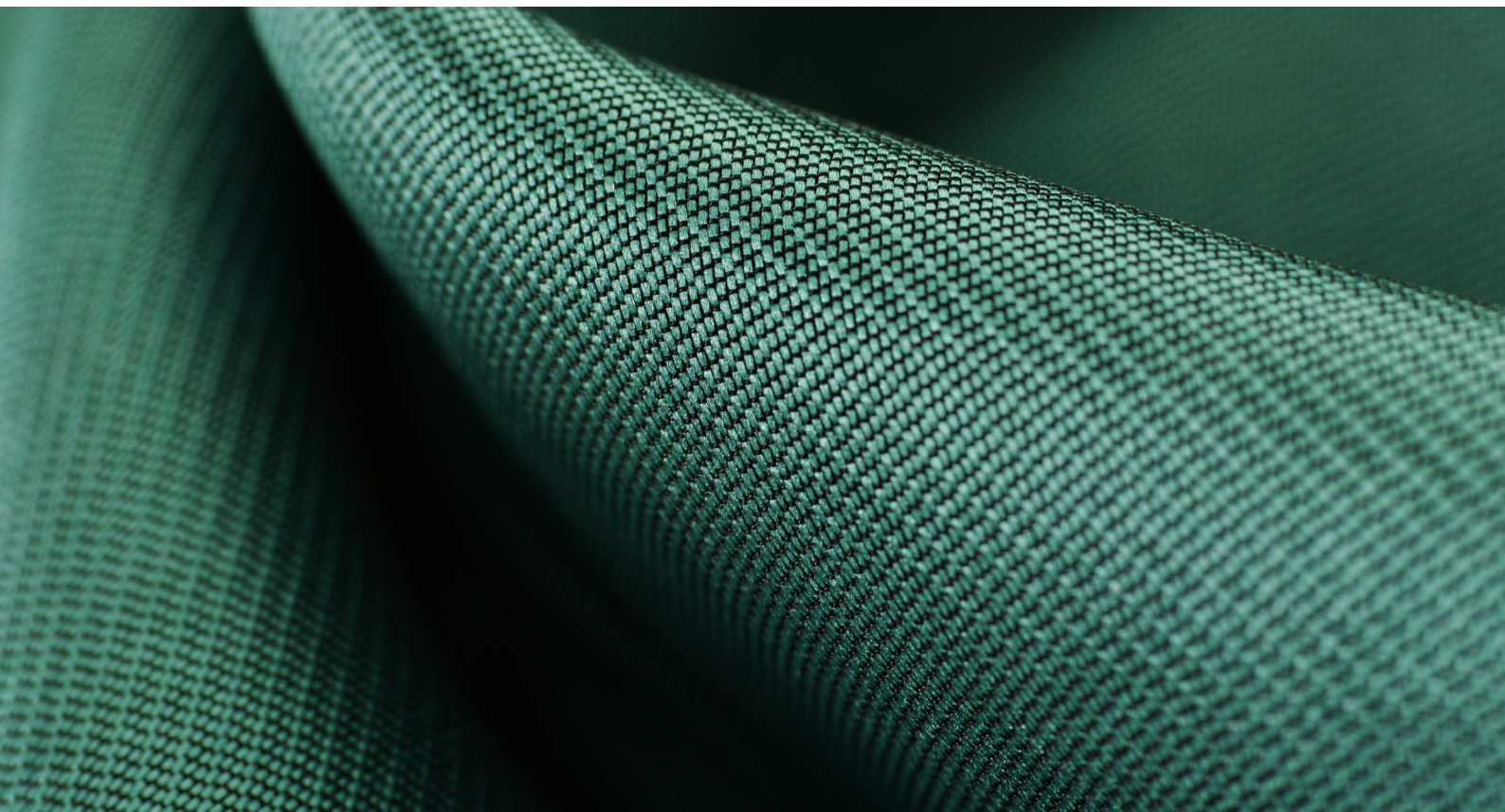
MF Brands Group operates a dedicated team of IP professionals

based across multiple regions worldwide. Working at the intersection of corporate and brand-level priorities, the team plays a critical role in ensuring trademark portfolios are protected and managed consistently across a complex global landscape.

Meeting the demands of a growing business

Operating at scale requires balancing volume, speed and consistency in trademark protection. As the MF Brands Group portfolio expanded, the challenge of maintaining fast, reliable and consistent trademark risk management across jurisdictions became increasingly pronounced.

To keep pace with business growth and support faster, better-informed decisions, MF Brands Group recognized the need for tools and technologies capable of bringing greater efficiency, objectivity and scalability to trademark workflows.



Key challenges of managing a high-volume trademark portfolio

Time-consuming and expensive reviews

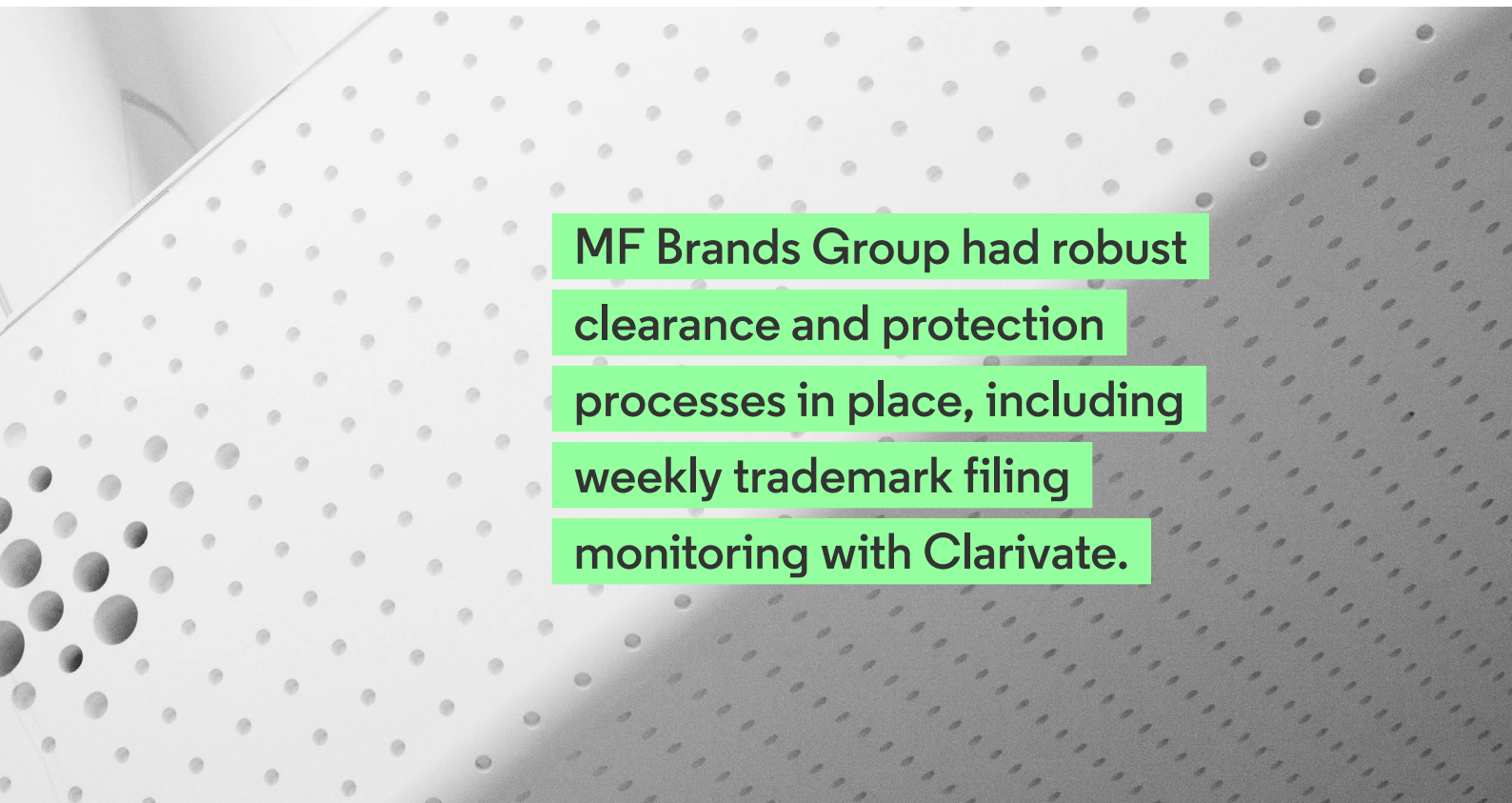
MF Brands Group had robust clearance and protection processes in place, including weekly trademark filing monitoring with Clarivate. Given the global visibility of its brands and the breadth of classes and jurisdictions involved, this monitoring generated a substantial volume of potentially relevant results.

Reviewing each result delivered valuable insight but also required significant time and administrative effort. Early-stage assessment frequently involved seeking input from local IP agents to obtain initial legal opinions, particularly when evaluating the likelihood of success for oppositions filed by third parties. While these local

agents were trusted partners, this approach increased both cost and turnaround time.

In addition, early legal opinions did not always align with subsequent decisions from courts or IP offices, creating uncertainty at the initial assessment stage. As filing volumes continued to grow, MF Brands Group identified a clear need for a more harmonized way to assess trademark risk before escalating matters externally.

Improving resource allocation became increasingly important, with a focus on reducing manual work through automation, allowing the IP team to concentrate on higher-value, strategic activities.



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Raising the bar

MF Brands Group's vision for an efficient, scalable solution

Embracing the next generation of trademark risk assessment tools

Pursuing excellence and modernization is a core value at MF Brands Group. The organization has consistently explored new technologies and innovative approaches, including developing internal solutions where appropriate and partnering with companies that offer differentiated thinking.

By embracing AI and emerging technologies, MF Brands Group sought not only to optimize operational efficiency but also

to demonstrate how innovation could strengthen its global IP strategy. New tools were viewed as an opportunity to empower teams, stay ahead of evolving demands and actively shape how technology is applied in practice.

With this mindset, any new solution under consideration needed to deliver real impact by streamlining workflows, supporting smarter decisions and enabling teams to focus on strategic, high-value initiatives.

Goals and criteria for modernizing workflows

Beyond simple task automation, MF Brands Group aimed to introduce greater efficiency, impartiality and consistency into trademark risk evaluation.

A central requirement was the ability to conduct objective similarity comparisons across goods and services and across different types of marks, including word, device and semi-figurative marks. MF Brands Group identified the strongest immediate opportunity in standardizing early-stage similarity assessment for word marks, particularly Latin-character word marks,

where volume and repeatability made consistency essential.

While legal expertise remained central to decision-making, MF Brands Group recognized the need for standardized, data-driven input at the outset. This would enable faster and more confident decisions for routine assessments, while reserving expert legal review for more complex cases and mark types.

A solution capable of supporting this differentiation would increase clarity and confidence, reduce error and enable faster, more consistent decisions across the team.

Global reach

Access to clean, reliable trademark and case law data with worldwide coverage was essential for MF Brands Group. Given the organization's international footprint, partial or regional data coverage was not a viable option.

Multilingual capability was also a critical requirement. Supporting assessments across different scripts and languages was viewed as essential to effective global trademark management.

Empowering independence

MF Brands Group also sought greater independence at the early stages of trademark conflict management. A solution that could help structure arguments and support initial, pre-litigation analysis would enable the team to act more efficiently and with greater confidence before escalating matters to external counsel.

Together, these goals defined a clear vision: a scalable trademark solution capable of delivering objective, consistent and actionable insight while enabling faster decisions and greater autonomy across the global portfolio.



172.5M

Trademark records.

Smarter similarity assessment with RiskMark

Transforming decisions with AI and world-class trademark data

To bring this vision to life, MF Brands Group adopted RiskMark, the AI-powered trademark risk assessment solution that combines global CompuMark trademark data with Darts-ip litigation intelligence.

Built on 172.5m trademark records across 188 jurisdictions and more than 5m global court and administrative decisions, RiskMark applies generative and predictive AI to assess similarity risk using relevant, evidence-based data.

For MF Brands Group, the strength and reliability of this combined data foundation was critical in building confidence in AI-driven insights.

Objective, data-driven risk assessment

Achieving standardized, evidence-based risk evaluation was a priority for MF Brands Group, especially when assessing Latin-character word marks. In this area, RiskMark provided immediate value by supporting faster, more consistent similarity analysis at the earliest stages.

By enabling reliable early assessment for word marks, MF Brands Group was able to reduce the need for routine external legal opinions and focus internal and external expertise on more complex conflicts, including figurative marks, multi-element marks and jurisdiction-specific issues.

This approach helped streamline workflows while maintaining appropriate legal oversight where complexity required it.

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Complementing legal expertise

MF Brands Group views RiskMark as a decision-support tool designed to complement, not replace, legal expertise.

By streamlining routine assessments and providing structured, data-backed insight at early stages, the solution allows both internal teams and external counsel to focus on complex opposition briefs and litigation, where professional judgment delivers the greatest value. This balanced approach enhances consistency and speed without sacrificing legal rigor.

Given the wide variety of visual elements, styles and creative interpretations involved, similarity assessment for device marks remains an evolving area for AI-driven tools.

For MF Brands Group, this transparency was important. Rather than expecting a one-size-fits-all outcome, the team values RiskMark as a decision-support tool that continues to develop alongside real-world trademark practice. Today, the solution already plays a critical role in accelerating and standardizing risk assessments for word marks, while device trademark capabilities are part of an ongoing innovation roadmap.

This pragmatic approach allows MF Brands Group to take immediate advantage of AI where it delivers the strongest impact, while continuing to apply expert legal judgment and collaboration with Clarivate as the technology evolves.



Within MF Brands Group, adopting new technology is viewed as a responsibility of modern IP teams, with AI strengthening day-to-day work and helping teams stay ahead.

Partnering with Clarivate to drive IP excellence

Trusted expertise and innovative solutions for a global portfolio

Beyond RiskMark's technical capabilities, MF Brands Group's adoption decision was reinforced by a long-standing partnership with Clarivate, a trusted provider of trademark and IP intelligence.

Trusted data, continuous innovation and a collaborative approach gave MF Brands Group confidence that RiskMark would deliver reliable, evidence-based insight today while continuing to evolve alongside real-world trademark practice and future business needs.



The value MF Brands Group sees in RiskMark is rooted in its data foundation, combining global trademark records with case law intelligence to support credible AI-driven analysis.

Looking to the future of trademark conflict management

Expanded potential for institutional impact

For MF Brands Group, modernizing in-house trademark conflict management is only the starting point.

Looking ahead, there is potential for AI-supported similarity assessment to contribute to consistency in trademark outcomes worldwide. Evidence-based insights could support clearer dialogue with IP offices and help address

discrepancies in decision-making across jurisdictions involving the same signs, applicants and goods.

The principles underpinning trademark similarity and risk of confusion also extend beyond oppositions into broader infringement and enforcement scenarios, creating further long-term potential for AI-driven analysis.

Embracing collaboration and change

MF Brands Group believes successful adoption of AI depends as much on mindset as on technology itself. New tools are viewed as opportunities to influence outcomes positively, provided teams are engaged and actively contribute data and feedback.

By continuing to work closely with Clarivate and sharing practical insights from real-world use, MF Brands Group helps ensure RiskMark evolves as a solution that drives smarter, faster and more consistent trademark decisions across its global portfolio.

**MF Brands Group recognizes
that AI delivers its strongest impact
through adoption, with engaged
teams and robust data inputs
driving more reliable and
meaningful insight over time.**

About Clarivate

Clarivate is a leading global provider of transformative intelligence. We are the partner law firms and companies rely on to transform the way they create, manage and protect intellectual property (IP). Our comprehensive IP data, software and expertise helps companies drive innovation, law firms achieve practice excellence and organizations worldwide effectively manage and protect critical IP assets. Clarivate is home to comprehensive solutions for the entire IP lifecycle: CompuMark, Derwent, IPfolio, patent annuities, trademark renewals, IP recordals, IP admin services and other leading IP solutions.

To learn more, visit clarivate.com/ip

Discover what RiskMark can do for your team

Ready for faster, more confident
trademark conflict decisions?
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