



Tailor-made trademark data analytics reports

Clarivate Trademark Analytics delivers custom trademark data analytics reports in a curated, easy to understand, interactive and highly readable format.

The global trademark dataset is massive, with over 120 million marks active in the world and new ones coming to market every day. In addition, a constantly evolving litigation landscape means that brands face fluid reputational challenges and business risks constantly. Finding critical insights hidden within these datasets is

an essential task nowadays, but it can be frustrating requiring time and energy.

Clarivate™ Trademark Analytics delivers custom trademark data reports that cover the whole brand lifecycle: from the trademark filing strategy, through litigation data and

competitor's activities to specific brand analysis. This new service extracts actionable intelligence from gold standard CompuMark™ trademark and Darts-ip™ case law data, so you can make confident, data-driven decisions with curated, easy to understand, interactive and highly readable information.

Analysis from

experts with

10+ years experience.

10+

years of
analyst expertise

6M+

trademark cases

180+

registers covering both
image and work marks

Clarivate trademark strength index

Heritage and persistence

Age of a trademark, combined with consistent new activity, to provide information on brands that are well-known and powerful.

Industry and market

The commercial product and service impression of each mark family, both across distinct trademark classification areas as well as the share of activity within them, to assess the commercial breadth of trademark coverage.

Footprint

The geographic and economic footprint of the brand coverage, in terms of the number of countries and jurisdictions and the relative economic importance of those countries.

Distinctive identity

An assessment of the uniqueness and distinctiveness of the brand identity, a core principle of trademark strength.

Data you can trust

Get insights from trademark and litigation datasets with advanced analytical technology.

- 180+ trademark registers covering both image and word marks
- Over 6 million trademark cases

Reports are customizable, allowing seamless integration of patent insights alongside trademark data, or incorporation of other datasets as needed, providing unparalleled flexibility and adaptability.

Expert insights

Develop stronger data-driven strategies with focused results delivered by expert analysts.

Lean on our data experts with over 10 years' experience in advanced IP analysis and data visualization.

The experience and expertise Clarivate has developed over decades in creating science and engineering data alongside structuring, modelling and visualizing insight we distill into a powerful trademark report, ready for you to use in days.

**Reports are
customizable providing
unparalleled flexibility
and adaptability.**

Trademark analytics offers three distinct report types:

Competitive intelligence report:

Insights into the entire trademark portfolio and litigation activities of a corporate entity/brand owner, with the option to also incorporate the patent portfolio.

New brand filing report:

Insights into brand management dynamics and filing strategies, watching new brands

Representatives intelligence report:

Insights into representatives' activity, success rates and reciprocity of work and outsourcing.

Contact our trademark experts to help you:



Explore new brand filing strategies

Get insights into brand management dynamics and filing strategies including key recent brands, registration gaps and geographical coverage in order to support your client in creation of new marketing strategies.



Understand activities of international law firms

Unmatched service integration offers insights into law firms' activities and reciprocity of work in- and outsourcing as well as analysis on how successful a law firm is in litigation.



Explore key recent brands of corporates

Save time with watching only new brands of corporations and understand what the key recent brands are, their status, registration gaps and which subsidiaries are actively creating new brands.

About Clarivate

Clarivate is a leading global information services provider. We connect people and organizations to intelligence they can trust to transform their perspective, their work and our world. Our subscription and technology-based solutions are coupled with deep domain expertise and cover the areas of Academia & Government, Life Sciences & Healthcare and Intellectual Property. For more information, please visit clarivate.com.

Contact our experts today:

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