

An AI-enhanced trademark watch solution that offers insights to brand owners

AI-enhanced trademark watch solution offering risk-prioritization, result ranking, and litigation insights to brand owners.

Clarivate™ Trademark Watch Analyzer combines market-leading trademark data from CompuMark™ with global IP case law data from Darts-ip™ to enable brand professionals to navigate the complexities of brand protection with ease and confidence.

Raising the standard for trademark watch solutions

Trademark Watch Analyzer delivers unparalleled insights into the global landscape for brands, elevating trademark watching strategy to new heights.

This solution, developed with user feedback, addresses three core watch challenges faced by trademark owners:

- Overwhelming result sets
- Disparate, non-harmonized data sources
- Rapid assessment of protective strategies, including opposition strategy

Our goal is to create a totally comprehensive watch solution. This entirely new tool includes updated design and greater usability,

improvements to our trusted core features as well as many powerful new features. Our AI-enhanced technology supports brand professionals in watch monitoring tasks with global data, risk-prioritization, data enhancement and global litigation insights. By ranking results, our advanced data Trademark Watch Analyzer not only frees up valuable time for higher-level projects but also significantly boosts productivity.

6.8M+

trademark cases, with relevant cases called out directly in watch results

258

countries/regions and 191 trademark registers included in the trademark dataset

154K

watch hits processed everyday through our team of experts enhanced by AI solutions

The trademark challenge

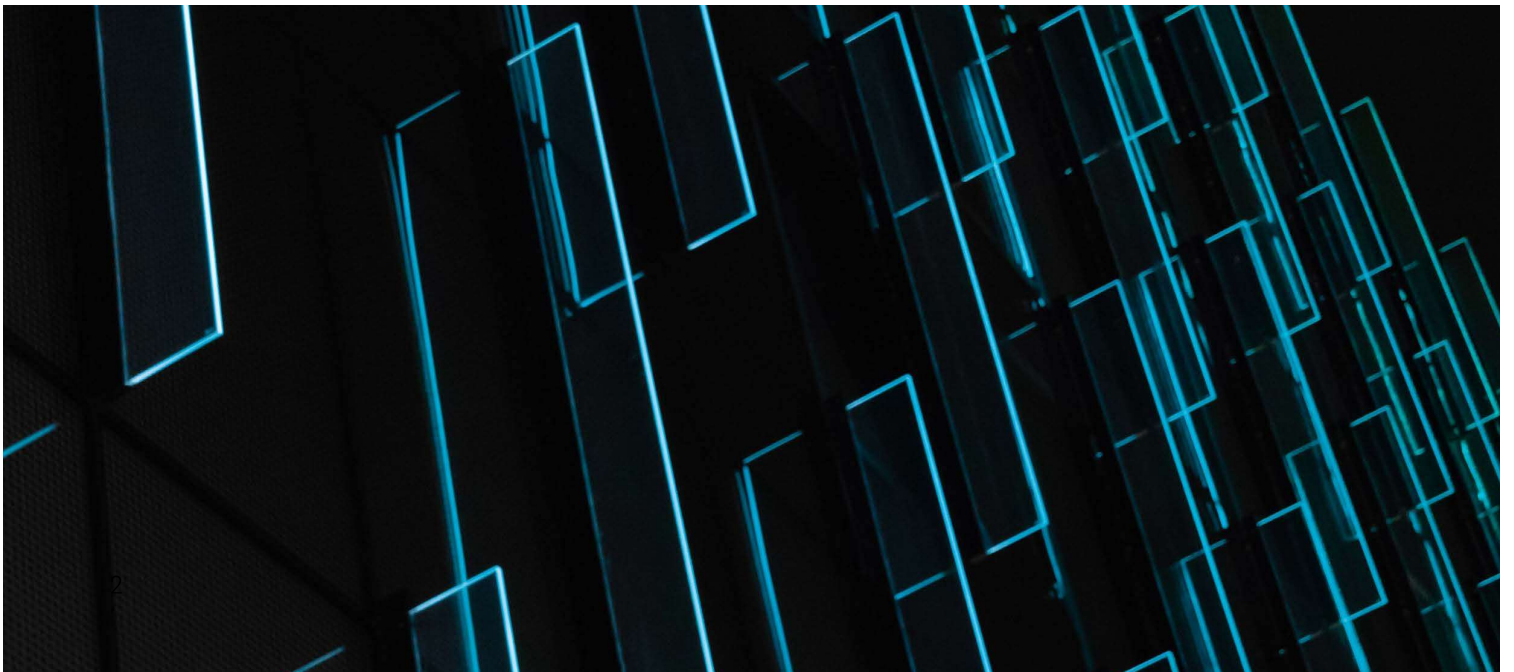
As global markets grow more complex, trademark professionals are faced with more data, less context and tightening deadlines. Trademark watching requires more time due to larger data sets, but deadlines for deciding when to oppose are not extended. Strategic decisions therefore need to be taken quicker, and deciding when and how to allocate limited resources for building opposition strategies and where to be defensive is ever more difficult.

Brand owners and legal professionals need a solution that accelerates and streamlines the process of trademark watching and opposition strategy development. Something that enables them to put information together in flexible ways and combine vital data across trademarks, case law, competitive intelligence and market landscapes.

AI as an ally

Trademark Watch Analyzer leverages advanced bespoke Clarivate algorithms and machine learning models to provide accurate and up to-date watching, reducing the risk of missing important trademark activity and ensuring that your trademarks are protected. Our AI-enhancements help by:

- Accelerating review of word mark portfolios by viewing Opposition Strength scoring alongside Watch hits, helping assess the likelihood of success of opposing a mark.
- Enriching result sets to provide you greater contextual information for evaluation, through analysis of applicant history and in-use content.
- Keeping you up to date. We process almost 40k new IP cases a month and index over 20k trademarks daily through AI processing of new legal cases and trademark documents.
- Trademark verbal similarity ranking, an advanced AI that was trained on 5 years trademark selections by our expert analysts.



Trademark Watch Analyzer features



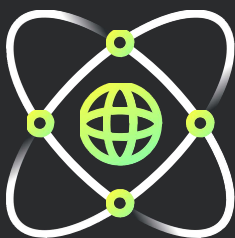
01. Next-generation user interface – simple, intuitive, comprehensive

Discover a new way to watch trademarks with Clarivate. Built on the same foundation as Brand Landscape Analyzer, this solution leverages our newest architecture to create a coherent and intuitive user environment. Visualize trademark and litigation data together easily, share results on demand and inform defense strategies all in one platform.



02. New name similarity ranking – AI-based verbal similarity assessment

This new AI-based verbal similarity scoring is trained on 5 years of trademark selections from our team of expert analysts. Enhanced by visual panels and deep dive elements, users obtain a level of similarity insight not previously seen in Watch. Watch results can be expanded to include information such as: geographic presence, owner, internet presence.



03. Advanced in-use insights – find global trademark use data

Obtain in-use examples of a cited trademark simply with our new "in-use request" feature. In just minutes Trademark Watch Analyzer provides comprehensive in-use information with results organized by website and type of website (Industry, Marketplace, Social Media). These are enhanced by our relevancy indicators allowing users to zero in on potential risks quickly.



04. Content in context

Research and evaluate results at a level you've not been able to before. Trademark Watch Analyzer can become a single source to confidently research and evaluate results you deem to be at risk. More in-depth content now available allowing you to research the cited trademark, owner history, and registered domains.

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.

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