Clarivate™

Fact sheet | Brand Landscape Analyzer™

Assess brand risk from every angle

In today's crowded global trademark landscape, assessing the viability of new marks requires a multi-dimensional approach. Clarivate Brand Landscape Analyzer makes it easy. It transforms trademark research and risk assessment, combining legal and competitive insights with trademark data in a single, integrated workflow.

Our Brand Landscape Analyzer helps you rapidly assess legal and commercial risk for new brands through a unique combination of rich, proprietary Clarivate trademark and litigation data and AI-powered analytics. Assess brand risk in multiple dimensions and make critical decisions regarding brand viability with unmatched speed and confidence.

Analyze brand risk holistically

Understand critical risk factors – including trademark use, litigation activity, owner insights and more – in a single, integrated view.

Accelerate time to market

Quickly zero in on the greatest potential threats with intelligently prioritized results. Make informed decisions in hours, instead of days.

Streamline your workflow

Review a wealth of relevant information without having to manually download content from multiple sources.

Intelligent brand risk analysis, powered by technology

Clarivate Brand Landscape Analyzer uses advanced artificial intelligence (AI) technology, informed by our IP expertise, to analyze trademark viability in multiple dimensions.
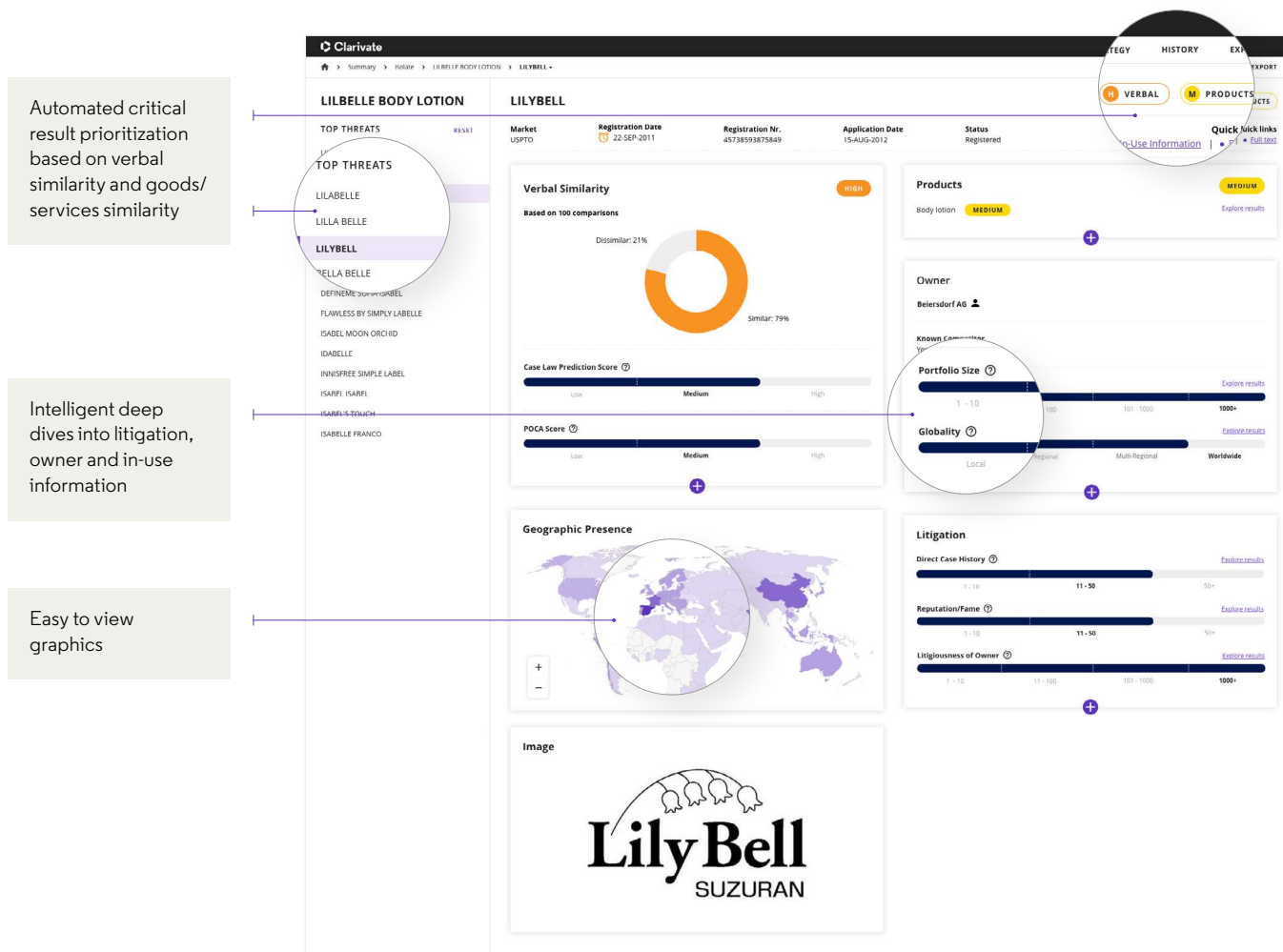
One workflow, multiple insights

Brand Landscape Analyzer replaces fragmented tools and research processes with a single, integrated solution that combines:

• Industry-leading CompuMark™ trademark data, covering 185 registers globally

• Exclusive Darts-ip™ litigation data, covering more than 5 million trademark cases in jurisdictions worldwide

Quickly gain a broader understanding of the risk landscape surrounding your proposed brand. Evaluate the risk of conflicts by assessing an owner's litigation behavior, brand portfolio and global reach, together with trademark in-use and registration data.

Figure 1: The solution

Automated critical result prioritization based on verbal similarity and goods/services similarity

Intelligent deep dives into litigation, owner and in-use information

Easy to view graphics

Act fast, save time and effort

Accelerate brand research with AI-enabled tools that deliver concise, actionable information. Results are ranked by relevance, helping you prioritize what's most important and avoid information overload. Access insights quickly, when you need them with convenient, self-service analysis.

Intuitive visualizations speed understanding, with the ability to dive into result details with a single click and share results with colleagues or clients.

Make decisions with confidence

Brand Landscape Analyzer is built with insights from Clarivate trademark experts and industry thought leaders, working closely with data scientists. The result is a trailblazing solution that lets you make the most of your expertise to accelerate brand launches, while effectively managing your portfolio.

Formulate brand opinions:

- Leverage trusted case law data backed by CompuMark and Darts-ip

- Gain confidence using insights from trademark experts at Clarivate

- Gain a broader understanding of the risks at hand regarding your proposed brand

Contact our experts today:

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