



What's new 2023 brand IP solutions

Supporting you across
the brand lifecycle

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Maximizing value at every stage of the brand lifecycle

Clarivate™ empowers legal and brand management professionals to build and protect strong trademarks, industrial designs and copyrights with solutions that enable critical brand decisions at the speed of business.

We uniquely combine industry-leading data, technology and human expertise to provide innovative solutions across the entire brand IP lifecycle at scale.

In 2023, we are introducing a range of new and enhanced capabilities and integrations to help you accelerate brand launches, reduce brand risk and efficiently manage IP. Discover the latest advancements, plus upcoming innovations just around the corner.



Trademark search and watch solutions

The need for reliable, actionable trademark information has never been greater – and Clarivate provides a comprehensive range of solutions to meet that need. We complement our industry-leading suite of trademark search and watch products with new solutions that provide game-changing research capabilities.

A unique combination of trademark intelligence

Clarivate transforms the practice of trademark searching and watching with datasets and solutions no other provider can offer. We are the only provider with access to Darts-ip™ global litigation data – which is uniquely integrated with CompuMark™ trademark data and tools to enable faster, more informed decisions throughout the brand lifecycle.



patented and patent-pending technologies

Clarivate Brand Landscape Analyzer

The future of trademark search and fact-finding

Our Brand Landscape Analyzer charts a new direction for trademark workflows. Combining artificial intelligence (AI) and cloud technology, this innovative brand analysis solution empowers brand professionals to meet today's challenges with greater agility, efficiency and confidence.

- Replace fragmented tools and research processes with a single, integrated solution that combines industry-leading CompuMark trademark data (covering 188 registers) and Darts-ip litigation data (covering more than 6.4+ million trademark cases worldwide).
- Provide insights on filing structures of brands, owner strategies and In Use cases.
- Accelerate brand research with AI-enabled tools that deliver concise, actionable information ranked by relevance to save time.
- Formulate confident decisions regarding brand viability based on technology developed using our in-house expertise and insight from industry professionals.



140M+ quality-checked trademark records, growing every day

Clarivate Trademark Watch Analyzer

Next-generation, global watching solution

View the global threat landscape for your brands in greater context, while reducing irrelevant results. Accelerate trademark watching, strengthen opposition strategy and target risk assessment to more effectively monitor and protect brands.

- Advanced data processing tools free up time to focus on higher-level projects while increasing productivity.
- Stay on top of your watches with advanced algorithms and machine learning models, reducing the risk of missing potential threats to ensure your trademarks are protected.
- Combine global trademark and case law data to provide critical context of the brand landscape, including litigiousness assessments, in-use data and identification of top threats.
- Assess legal and commercial risk factors holistically to make informed decisions regarding your brand protection strategy quickly and easily.

Trademark litigation intelligence

Assess risks, understand trends, spot opportunities and make confident IP and business decisions with Darts-ip trademark litigation intelligence available only from Clarivate. Darts-ip uniquely provides comprehensive, searchable data on IP cases globally.

50% increase

in trademark refusal data for INPI (Portugal)

660,000+ cases

for Latin America gathered and classified to date

Darts-ip case law data reaches new heights

More data: We added over 1.5 million new cases to Darts-ip in 2022, bringing our global dataset to more than 9 million cases.

75,000 cases

added to United States patent infringement dataset

30% increase

in Japan Patent Office data

Advanced data curation: Darts-ip datasets undergo extensive curation processes, ensuring data quality and searchability. Spot trends, identify opportunities and understand competitive market landscapes quickly and easily.

Simplified data access: Search for any type of case in jurisdictions around the world using consistent criteria. Use legal perspective only when it matters with our updated "Choice of Law" selector for points of law.

Unlock the full potential of Clarivate through Darts-ip. Find relevant case law across a broad suite of Clarivate solutions and discover relevant insights and new functionalities across the Clarivate portfolio.



9M+

IP cases from 4,000+ courts worldwide

Watch opposition score

Enhance your trademark watches with integrated case law data. Receive easy-to-interpret scores that help you assess the potential success of filing an opposition against a third-party word mark. Quickly sort and rank watch results to identify and oppose trademark registrations that could damage your brand.

- Quickly identify the most relevant results through a likelihood of opposition success ranking system.
- Examine case data associated with a watch hit.
- Form data-driven opinions faster and with greater confidence.

Case law prediction score

By combining Darts-ip case law data with CompuMark Search, Clarivate offers insights to help you prepare trademark applications. Accessible within Full Search results on the SERION® platform, this new tool helps identify which potential trademark applications are most likely to succeed. Receive a probability score assessing the likelihood that two trademarks will be deemed similar.

- Build your strategy using AI-driven insights.
- Assess trademark application viability early in the search process.
- Combine with a Darts-ip subscription to access even more valuable insights.



Trusted solutions for patent and trademark offices

Clarivate offers powerful, AI-driven, cloud-based solutions tailor-made for governments and IP Offices to make trademark and industrial design search and classification faster, clearer and more accurate.

Combining a global dataset and innovative AI technology, TrademarkVision offers a suite of image search and AI classification tools which power search systems for IP offices around the world. Easily access the reliable information you need to make critical decisions with unmatched speed, flexibility and confidence.

- **Used by IP offices:** Clarivate products and services support dozens of countries globally. Clarivate TrademarkVision™ AI search tools support tens of thousands of examinations each month. Darts-ip is used widely for examination/appeals with over 70,000 searches by PTOs in 2022.

- **Quality you can trust:** Access gold-standard patent, trademark and case law data. We apply rigorous methodology to our data collection, ensuring all our data sets are digitized, enhanced and corrected to ensure the highest quality data possible.

- **Accurate and efficient:** Clarivate content, tools and services have improved examination, classification, appeals and many other workflow processes across IP offices resulting in faster examinations, decreased pendency and reduced backlogs.

Real-world example

Clarivate trademark image search solutions found 97% of real-world examiner citations – 75% of which were in the top 50 results – in an IP office benchmark trial.

Industrial design examiners reported a 5X speed up in average search time and significant reduction in examination backlog.

Trademark administrative and maintenance services

We complement our industry-leading trademark search and watch solutions with a suite of trademark maintenance services trusted by some of the world's top brands. Optimize your processes across the IP lifecycle with trademark services, combining proven expertise from Clarivate. Reduce administrative burdens, improve operational efficiency and control costs.

Trademark Analytics

Gain deeper insights into your trademark portfolio by tracking application success rates, analyzing competitors and spotting early warning signs of infringements.

- Access insights into competitor filing and branding strategies, identifying growth opportunities and potential risks.
- Realize key indicators of IP portfolio valuation to assess acquisition targets and help manage and optimize portfolios.
- Leverage our legal representative network data to identify potential clients and business opportunities.
- Analyze litigation activity to develop effective legal strategies to protect your brands.

Trademark recordals

Clarivate IP Recordals™ combines professional project management with a highly skilled team of IP experts to give you complete peace of mind when updating trademark records and ownership details. Trusted with the largest recordals in history, we provide the same unparalleled service and expertise whether you have one case or 75,000.

Trademark renewals

Rely on our global team of trademark professionals to help manage every step of your trademark renewal processes. With more than 50 years of experience and 1.5 million active trademarks under management, Clarivate is the provider of choice for businesses worldwide seeking to safely maintain their trademarks.

Trademark Analytics provides access to:

- Families of trademarks to gain insights on brand strategy and value
- Interactive dashboards customized to your needs
- Insights into entire IP portfolio covering all IP domains
- Enriched trademark data
- Clarivate Trademark Strength Index™



Trademark filing-to-registration support

Keep pace with the volume and speed of trademark registrations across the globe. Our end-to-end solutions help decrease pressures on your team and budget while delivering visibility, control and peace of mind.

Trademark Lite Search

Lite Search offers a distinctive blend of Clarivate brand products and services, CompuMark online search tools, Darts-ip data and paralegal support. Our team provides expert assistance to clients in their internal clearance process by conducting preliminary searches using CompuMark online search tools, and supplementing the results with valuable information related to selected prior marks, including Darts-ip data.

Structured invoice management

With more than 50 years of experience centralizing invoices for IP maintenance fees, we apply our expertise and best practices to all filing and prosecution processes – helping you save up to 14% of your total prosecution spend with:

- **Structured schedule of fees:** We liaise with your agents across jurisdictions to standardize their fee schedules into a defined, predictable, fixed fee.
- **Invoice checking:** We collect, handle and check all agent invoices on your behalf, reducing your invoice processing costs.
- **Invoice bundling:** We consolidate invoices and provide a single monthly bill in your preferred currency, eliminating foreign exchange and international bank transfer charges.
- **Analytics and insights:** We provide complimentary statistics to assist with your budgeting.



Frictionless IP lifecycle management for trademarks

As IP becomes ever more central to businesses' ability to innovate, compete and grow, managing these assets is increasingly critical and complex. As a global leader in both IP management and trademark clearance and protection, Clarivate is focusing its extensive resources and expertise on delivering the industry's most comprehensive, fully integrated solution for IP lifecycle management.

Trademark validation, search and watch in IPfolio™ and FoundationIP™

Integrated with our world-class CompuMark database, IPfolio and FoundationIP provide a connected trademark services offering that adds powerful, new search and watch capabilities, tailored to the needs of corporate and law firm IP departments.

- **Trademark data validation and enrichment**

Reduce manual entry, save time and increase data quality with CompuMark-powered data verification, backed by global coverage of 180+ trademark authorities.

- **Integrated watch capabilities**

Order CompuMark trademark watches directly from IPfolio or FoundationIP. Save time and reduce data entry errors with automatic creation of third-party trademarks and opposition records in IPfolio.

- **Automated trademark matches**

Gain immediate insights into the availability of a proposed trademark with automated trademark matches delivered within IPfolio. Quickly assess the availability of a proposed mark across 180+ registers before investing in additional research.

Extending cloud-based trademark management

Introducing new cloud-based trademark management capabilities, services and datasets for Memotech™ and The IP Management System (TIPMS).

- Access a range of cloud-based workflow and decision-support capabilities without disrupting existing IP management tools and processes.
- Reduce the risk of adopting new technologies while maximizing the value and accelerating time to benefit.
- Choose just the capabilities you need – with the ability to easily extend them in the future.

New cloud-based trademark capabilities for IP management software solutions

- Data verification
- Maintenance decision review
- Search requests
- Watch ordering
- Watch results management

Next-generation IP cost forecasting

Coming soon, we will release next-generation Clarivate IP cost forecasting and budgeting functionality in IPfolio and Memotech. This advanced, secure and easy-to-use tool will enable you to more accurately track and predict IP costs across your entire portfolio.

- **Precise IP cost management:** Accurately track and predict IP costs with comparisons of actual cost-to-date, rolling forecasts and budgets. Identify budget deviations and develop solutions to stay on track.
- **AI-powered budgeting scenario modeling:** Simplify and accelerate IP budget planning. AI-powered budget recommendations make it easy to create and compare budget scenarios to evaluate the cost impact of various filing and maintenance strategies.
- **Advanced dashboards and reporting:** Easily track budget actuals and compare forecasts with real-time dashboards and reports. Configurable approval workflows ensure compliance with internal processes.

Coming soon: Integrated IPwe valuation data in IPfolio

Soon, you will be able to access IPwe® dashboards within IPfolio, providing seamless access to a financial valuation snapshot for your IP portfolio. IPwe users will have access to IPfolio patent data from within their solution.

These new capabilities are made possible through a strategic partnership between Clarivate and IPwe, with its next-generation AI and blockchain solutions for the digital transformation of IP. Combining Clarivate datasets with IPwe's Smart Intangible Asset Management will enable our customers to validate their patent portfolio, acting as a single source of truth for data related to these critical assets.

Coming in 2023: FoundationIP enhancements

- Simplified trademark and renewal management, including Trademark Status Document Retrieval (TSDR) integration, streamlining trademark docketing.
- Enhancements to Trademark Matter Interactions and Searching with images and trademark Class and Goods & Services descriptions, along with new fields and page layout updates.
- New trademark renewals interface that will provide additional support for your workflow.

Comprehensive, integrated solutions
for IP lifecycle management

Your trusted IP partner



Clarivate is home to trusted IP management and protection brands, including:

Brand IP intelligence

CompuMark™
Darts-ip™
SERION®
SAEGIS®
Pharma In use
Brand Landscape Analyzer
Trademark Watch Analyzer
TrademarkVision

Patent intelligence

Derwent Innovation™
Derwent World Patents Index™
Innography™
Incopat

IP management

IPfolio™
FoundationIP™
Unycom
Inprotech

IP maintenance & administrative services

Patent and Trademark Maintenance
Patent and Trademark Administration
Filing and Prosecution
Docketing Services
Assigned Paralegals

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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