

Research and protection for pharmaceutical trademarks

A prescription for brand certainty

Healthcare and drug development have faced unprecedented pressure, taking a frontline role developing innovating solutions to fight a global pandemic, while adjusting to an increasing focus on improved outcomes through value-based care.

Biopharma companies are faced with the challenge of protecting patients and consumers while delivering groundbreaking innovation. Securing, protecting, and managing pharmaceutical brands are an essential piece of this process. To be successful, pharmaceutical brand owners and IP professionals need specialized tools and solutions that they can trust.

Clarivate™ is here to help. We combine industry-leading data, technology and human expertise to provide unique solutions across the pharmaceutical brand lifecycle. Clarivate is your one trusted partner for all of your pharmaceutical brand research, protection, litigation and management needs.



Rely on Clarivate for leading pharmaceutical brand trademark solutions



Specialized knowledge

Our dedicated Pharmaceutical Trademark Research Team understands the unique dynamics of the global pharma industry. Our seasoned trademark analysts have the training and expertise to evaluate confusingly similar marks and drug names under the industry's expanded criteria, delivering accuracy that most free or low-cost services can't match.



Comprehensive sources

Why risk missing a mark? In addition to trademark data, our most comprehensive search focuses on pharmaceutical industry-specific common law and web sources, for more relevant results. We include RxNorm and Drugs@FDA as recommended by the FDA, as well as four additional sources unique to Clarivate: Micromedex, the National Drug Code Directory, FDB Med Knowledge, and new gTLDs.



FDA-compliant POCA

Phonetic and Orthographic Computer Analysis (POCA) helps identify potentially problematic names early in the clearance process by assessing the similarity of the mark in writing and speech, reducing the risk of rejection. We cover all available data sources searched by the FDA using the same algorithms and similarity threshold. Dealing with a non-U.S. regulator? We also offer POCA analysis using Health Canada or European Medicines Agency data to give you the insight you need to succeed.



Product oriented brand litigation search

Access historical brand litigation information from around the world through a single provider, leveraging the unique Darts-ip goods and services selection tool. Search and find litigation data from specific goods and services within the traditional Nice Classes (e.g. pharmaceutical preparations, nutritional supplements, cosmetic preparations, disinfectants, capsules, etc.) and generate data-based trademark similarity results to help you make confident decisions.



Use trademark similarity statistics from Darts-ip™ to make confident, data-backed decisions

Based on unparalleled Darts-ip global litigation data from Clarivate, this tool allows you to find previous trademark litigation cases that address marks like your own. Enhance your risk assessment and reduce litigation costs with data-backed evidence from over 5 million trademark cases.



Full-search results sooner

We understand the challenge of juggling timelines for pharmaceutical marks. That's why we deliver U.S., Canada, and Global Full Search results for word marks in just two business days, at no additional cost.

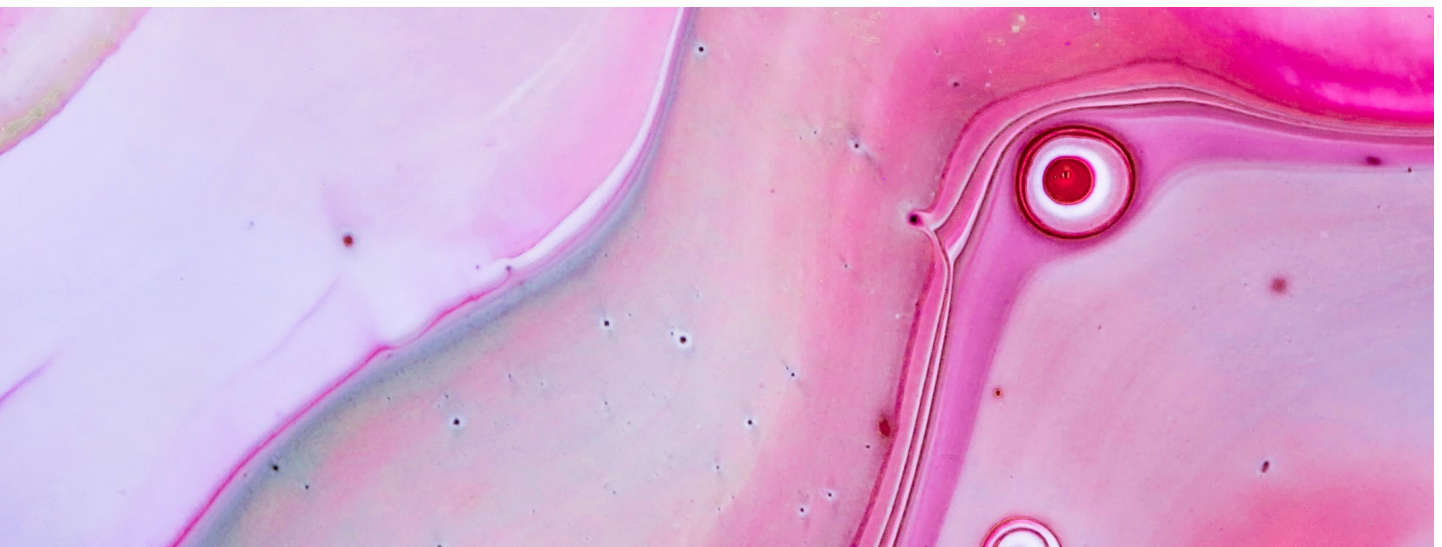


Naming Tool

We reinvented the process of developing unique yet compliant names with trademark-aware name generation technology trained on Class 5 marks, Pharma-in-Use, and industry-specific common-law sources. Driven by artificial intelligence, the Naming Tool provides pharma-appropriate name suggestions based on user criteria, simultaneously analyzing names against registered trademarks, so you can have confidence in your brand name choices while reducing the risk of barriers during the trademark clearance process.

5M+

trademark cases help enhance your risk assessment and make more confident, data-backed decisions.





Search with comprehensive coverage

Full Pharmaceutical Search XC–U.S., Canada, and Global

Want maximum certainty? Our comprehensive Pharmaceutical Search XC expands coverage with additional industry sources — including 6 unique to Clarivate. Available for the U.S., Canada, and Global (for select registers), this analyst-led search includes branded clinical trial names from Clinical Trials, .gov data from the European Medicines Agency, and IQVIA's (formerly IMS Health) Pharma-in-Use database.

U.S. and Canadian searches include FDA-and Health Canada-compliant POCA searches at no extra charge to help reduce the risk of rejection. Global Pharmaceutical Searches for European registers include centralized approvals from European Medicines Agency (EMA) as a POCA source.

The FDA POCA Score

Short for Phonetic and Orthographic Computer Analysis, POCA is a technology released by the U.S. Food and Drug Administration (FDA) in 2014 for evaluating proposed drug names for their potential of confusion with existing names — a common cause of medication errors. A proposed name is analyzed for orthographic and phonetic similarity against a database of existing drug names, assigning a score that ranks similarity on a scale of 50 to 100. The higher the score, the greater the similarity — and greater the risk of FDA rejection.

CompuMark™ U.S. POCA:

- Mirrors the FDA's internal analysis
- Searches both RXNorm and Drugs@FDA as recommended
- Uses the same algorithm and similarity threshold

CompuMark POCA Score

The CompuMark POCA Score uses the FDA's authentic POCA algorithm to compare your mark to Class 5 trademarks reported from other sources, such as trademark registers and Pharma In Use.

Similarity scores based on POCA are calculated for Search citations, allowing you to make a direct, objective comparison between two marks, regardless of their source. Included free for all pharmaceutical availability searches Powered by POCA algorithm Enables objective analysis Helps you pinpoint the most relevant results rapidly online.

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Global litigation data and analytics

IP assets are valuable resources for the pharmaceutical industry. Assets that must be secured. With over 8 million IP cases, including over 5 million trademark cases, our global case data covers more than 3700 courts from 141 countries around the world. Our IP case data solutions help you manage and protect your IP portfolio, identify opportunities and drive innovation.



Smart screening for maximum efficiency

Analyst-led screening searches

Knock out unavailable names early with expertise you can trust. Our Trademark Pharma Research Team identifies identical, phonetically identical and closely similar marks from 105+ registers, as well as Pharma In Use. U.S. or Canadian-compliant POCA screenings follow guidelines set by the FDA and Health Canada to give you deeper insight on drug name candidates.

SAEGIS® for Pharma

Put self-service screening solutions to work for you. SAEGIS lets you perform knock-out searches in key jurisdictions and the Pharma In Use database with speed and ease — whether you want an automated search strategy or want to create your own. Results include POCA Similarity Scores and POCA Scores for Class 5 citations.

SAEGIS AutoScreen

simplifies your screening, using its powerful algorithm to search for phonetic and orthographic variations — crucial to clearing pharma names.

Pharma Search Strategy Extension

provides additional prefixes and suffixes to your AutoScreen search, with a frequency matrix to help assess the uniqueness of specific prefixes and suffixes. This is available upon request for no additional charge.

SAEGIS Custom Search

let's you define a custom screening strategy to meet your precise needs. Add industrial, domain name, or company name coverage.

105+

registers are referenced by the Trademark Pharma Research Team during Trademark screening searches.



Proactive protection

Pharmaceutical Trademark Watch with POCA scores

Clarivate makes safeguarding your valuable pharma brands even easier with CompuMark POCA Score data available at no additional charge.

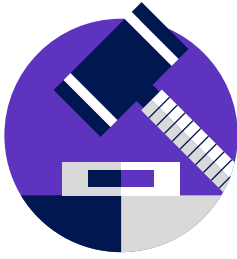
- Narrow in on the most important hits quickly by adjusting the similarity threshold filter
- Objectively compare marks regardless of source
- Strengthen your case in cease-and-desist letters and opposition proceedings
- Authentic POCA scoring method used by the FDA.

Evaluate litigation risks and assess your chances of success

Do you use litigation data to see how aggressive a competitor is? What marks are they protecting? How experienced is a competitor in different geographies? What are their success rates? Get daily alerts on any new cases or decisions for your competitor(s), their marks, or specific goods and services you are monitoring.

Industry-leading domain management and optimization

Identify risks and opportunity gaps created by unregistered and infringing domains for your mark. Ensure your brand's domain portfolio is aligned with your business priorities and IP strategies to maximize your impact online.



Regulatory-compliant tools for success

POCA the recommended way

To give you the best chance of successfully clearing drug names, our Phonetic and Orthographic Computer Analysis (POCA) search tools are designed according to regulator guidelines — no tweaks or adaptations — so you can see what they will see when they evaluate your mark.



Content sources

RXNorm and Drugs@FDA.



Authentic algorithm

Developed and used by the FDA.



Similarity threshold

Set to 50% for full results.

Health Canada-compliant POCA

Preparing to navigate Health Canada's safety evaluation for new drug names? We've got you covered. Our Canadian POCA Search follows Health Canada guidelines. We search against the recommended Canadian Drug Products Database (DPD) as well as the Canadian Licensed Natural Health Products Database (LNHPD) to mirror this regulator's analysis as closely as possible.

European Medicines Agency (EMA) Article 57 POCA

The European Medicines Agency's Name Review Group most commonly rejects drug names because they are too orthographically and/or phonetically similar to an existing product. Be prepared and pre-evaluate your mark with a POCA analysis against EMA's Article 57 data, covering all nationally and centrally authorized drugs in the European Economic Area (EEA). Available on TM go365™.



About Clarivate

Clarivate™ is a global leader in providing solutions to accelerate the lifecycle of innovation. Our bold mission is to help customers solve some of the world's most complex problems by providing actionable information and insights that reduce the time from new ideas to life-changing inventions in the areas of science and intellectual property. We help customers discover, protect and commercialize their inventions using our trusted subscription and technology-based solutions coupled with deep domain expertise. For more information, please visit clarivate.com.

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