

FEBRUARY 2025

**THE  
GLOBAL BRAND  
DATABASE  
USER'S  
GUIDE**

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# INTRODUCTION

## WHAT IS THE GLOBAL BRAND DATABASE (GBD)?



If you are an IP lawyer and you need to find a specific trademark registration...

Or you are a business owner and want to find names for your trademarks or the possibility of expanding to new markets...

Or a researcher interested in seeing trends in trademark registration...

Or maybe an entrepreneur who wants to find out who the competitors are and what they're up to...



The Global Brand Database might be the right tool for you!

This free of charge database provided by the World Intellectual Property Organization (WIPO) allows you to access millions of trademark applications and other relevant documents.


This User's Guide will help you get to know the Global Brand Database, what it includes, and how to make the most of its search features and tools.

## ABOUT THIS GUIDE

The Global Brand Database is constantly improving to provide new features and data to its users. To keep up to date on the latest developments and changes to the database, look at:

<https://branddb.wipo.int/en/news>

To help readability, a few conventions were used in this guide:

- Web Sites URLs and email addresses are in **blue** in font Courier
- to refer to something *that you see on the interface* italics was used;
- tips are indicated with 

# WHAT IS THE DATA COVERAGE?

The Global Brand Database gives you access to millions of trademarks, including:

- International Trademark Applications filed under the Madrid System
- Regional and national trademark collections from numerous participating countries and organizations, including:

- Albania
- Algeria
- ARIPO (African Regional Intellectual Property Organization)
- Australia
- Bahrain
- Belize
- Bhutan
- Botswana
- Brazil
- Brunei Darussalam
- Bulgaria
- Cambodia
- Canada
- Chile
- China
- Costa Rica
- Cuba
- Denmark
- Egypt
- Eswatini
- Estonia
- EUIPO (European Union Intellectual Property Office)
- France
- Gambia (The)
- Georgia
- Germany
- Ghana
- Iceland
- India
- Indonesia
- Israel
- Italy
- Japan
- Jordan
- Kazakhstan
- Kenya
- Korea (Republic of)
- Kuwait
- Kyrgyzstan
- Lao People's Democratic Republic
- Madagascar
- Malaysia
- Malawi
- Mali
- Malta
- Mauritius
- Mexico
- Moldova (Republic of)
- Monaco
- Mongolia
- Montenegro
- Morocco
- Mozambique
- Namibia
- New Zealand
- North Macedonia (Republic of)
- OAPI (African Intellectual Property Organization)
- Oman
- Pakistan
- Papua New Guinea
- Philippines
- Qatar
- Russia
- Rwanda
- Saint Vincent and the Grenadines
- Samoa
- San Marino
- Sao Tome and Principe
- Saudi Arabia
- Senegal
- Serbia
- Singapore
- South Africa
- Spain
- Sri Lanka
- Sudan
- Switzerland
- Thailand
- Timor-Leste
- Tonga
- Trinidad and Tobago
- Tunisia
- Türkiye
- United Arab Emirates
- Ukraine
- United Kingdom
- United States of America
- Uruguay
- Uzbekistan
- Vanuatu
- Viet Nam
- Zambia
- Zimbabwe

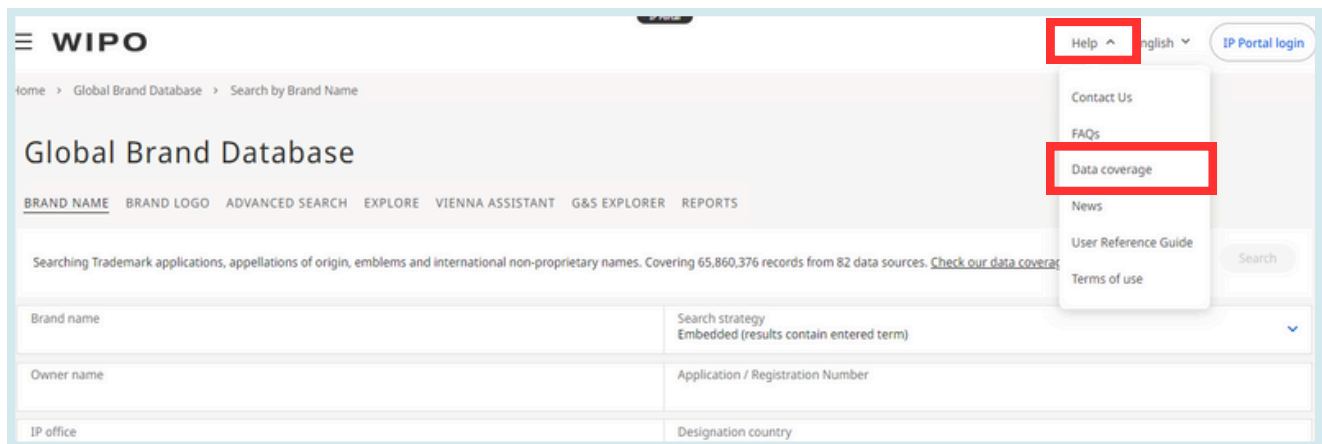
# WHAT IS THE DATA COVERAGE?

In addition to trademarks, the Global Brand Database also includes:

- Appellations of Origin and Geographical Indications registered under the Lisbon System.
- Armorial bearing, flags and other State emblems protected under Article 6ter of the Paris Convention.
- International Nonproprietary Names (INNs) of pharmaceutical substances under the World Health Organization

New collections become available on a regular basis. For the most up-to-date list, please check the *Data Coverage* at:

<https://branddb.wipo.int/en/coverage>



The screenshot shows the WIPO Global Brand Database interface. The 'Help' menu is open, and the 'Data coverage' option is highlighted with a red box. The page title is 'Global Brand Database' and it includes navigation links for 'BRAND NAME', 'BRAND LOGO', 'ADVANCED SEARCH', 'EXPLORE', 'VIENNA ASSISTANT', 'G&S EXPLORER', and 'REPORTS'. A search bar is visible with a 'Search' button.

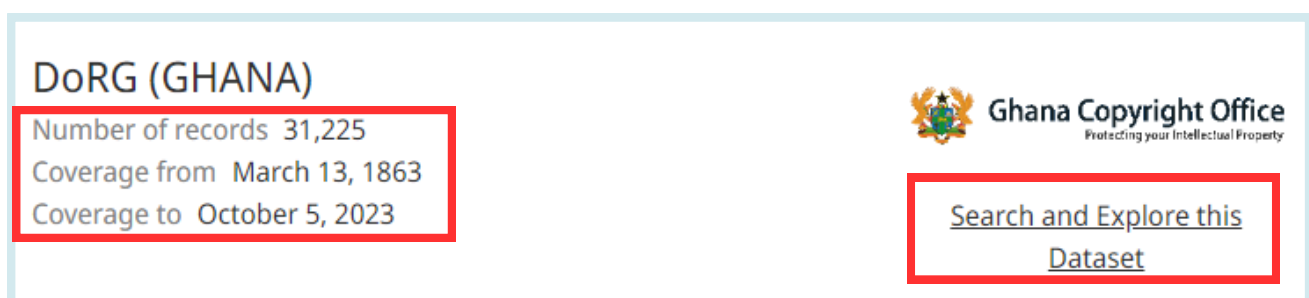


The Global Brand Database is NOT a real-time display of all global and existing trademarks.

## UNDERSTANDING UPDATES TO THE DATA COVERAGE

We strive to keep the data in Global Brand Database as updated as possible. However, we rely on the different participating IP Offices and partners to provide us with their data, and this process is not always streamlined. You can find more about the specific coverage of an IP Office in *Data Coverage*.

Looking under the name of an IP Office, you can find the *Number of records* and *Coverage* period. You can also make searches within a specific dataset by selecting *Search and Explore this Dataset*.



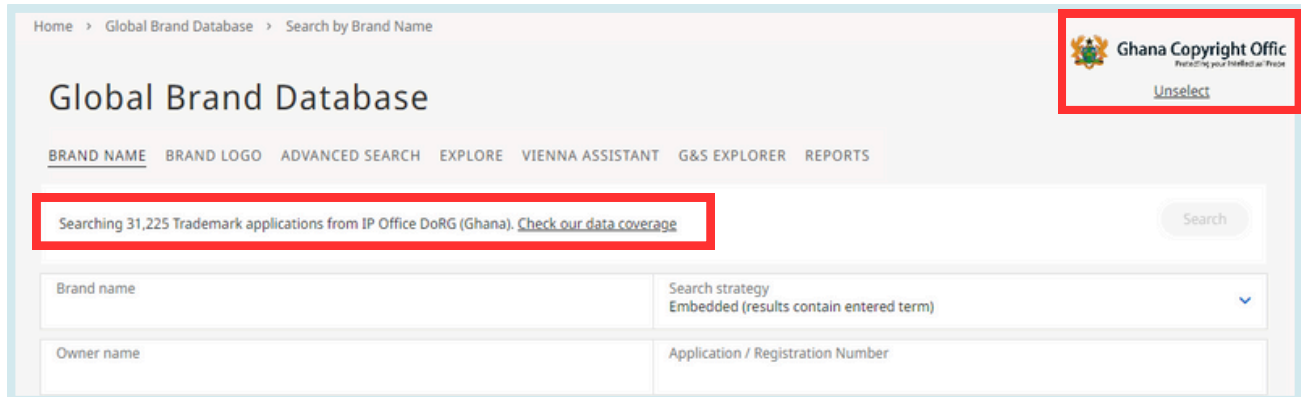
The screenshot shows the DoRG (GHANA) dataset page. The 'Number of records' is 31,225, the 'Coverage from' date is March 13, 1863, and the 'Coverage to' date is October 5, 2023. The 'Ghana Copyright Office' logo is visible, along with the text 'Protecting your Intellectual Property'. A red box highlights the search and explore button.

DoRG (GHANA)	
Number of records	31,225
Coverage from	March 13, 1863
Coverage to	October 5, 2023

[Search and Explore this Dataset](#)

# WHAT IS THE DATA COVERAGE?

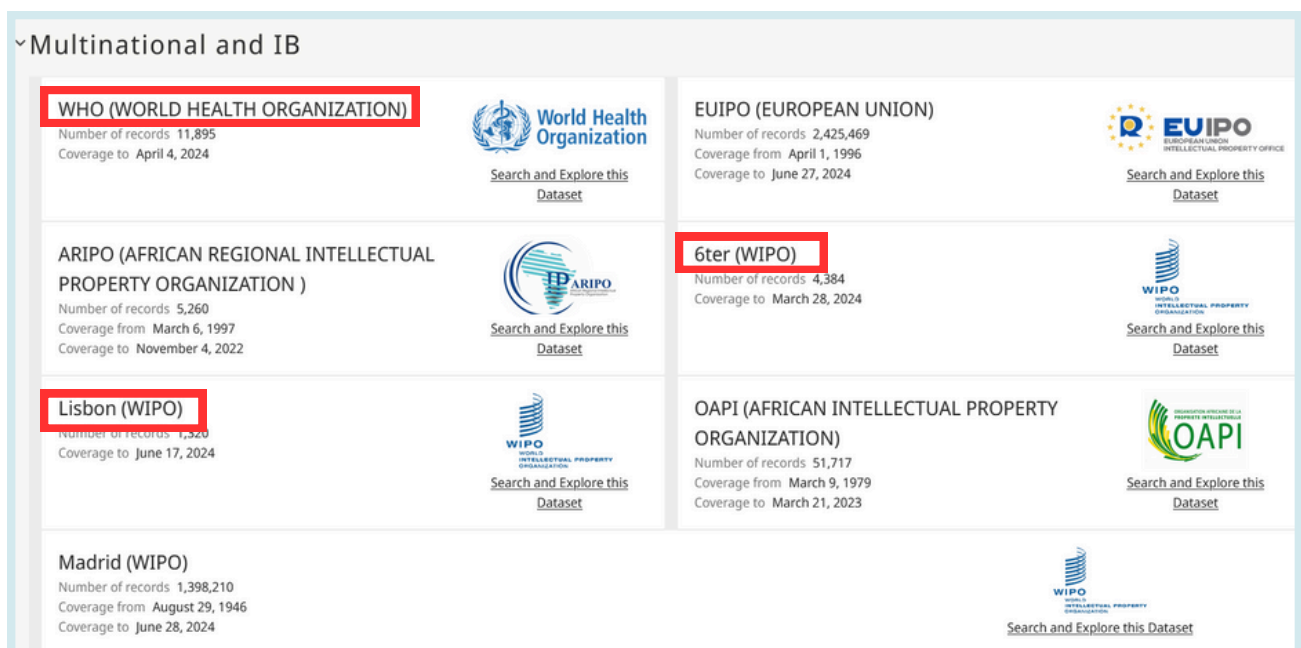
Clicking on *Search and Explore this Dataset* will select the collection for the searches and data exploration



If no collection is selected, searches will automatically include Appellations of Origin, Geographical Indications, emblems and flags, as well as International Nonproprietary Names (INNs).

If you would like to only search for one of these, you will need to select *Search and Explore this dataset* for the appropriate collection.

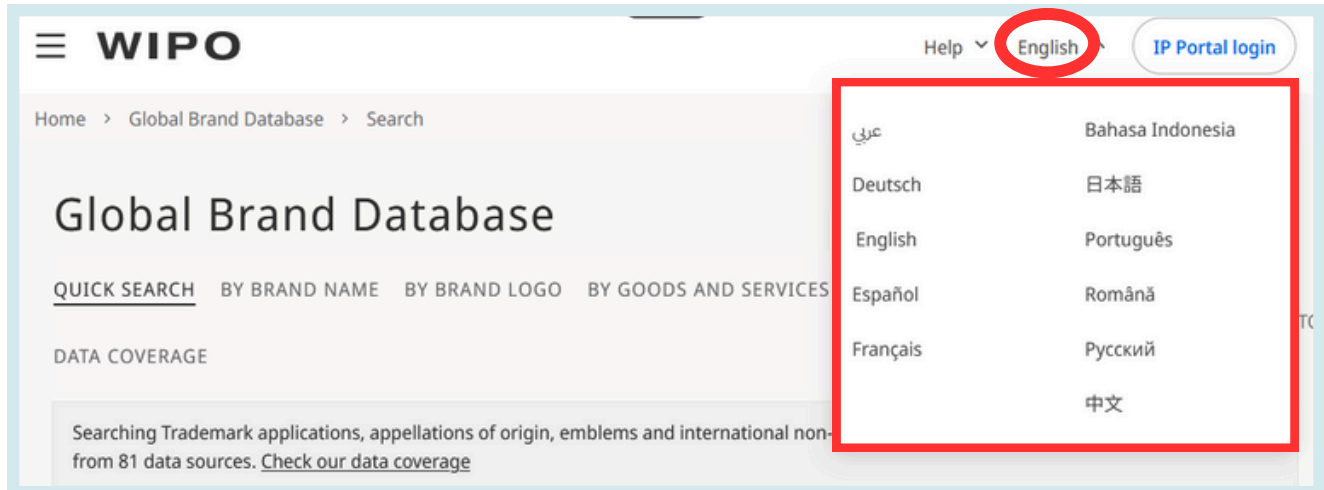
- If you would like to specifically focus on Geographical Indications and Appellations of Origin, select the collection *Lisbon (WIPO)*.
- If you would like to search for armorial bearing, flags and other State emblems, select *6ter (WIPO)*.
- If you would like to search for International Nonproprietary Names (INNs), select *WHO (World Health Organization)*



# SETTINGS

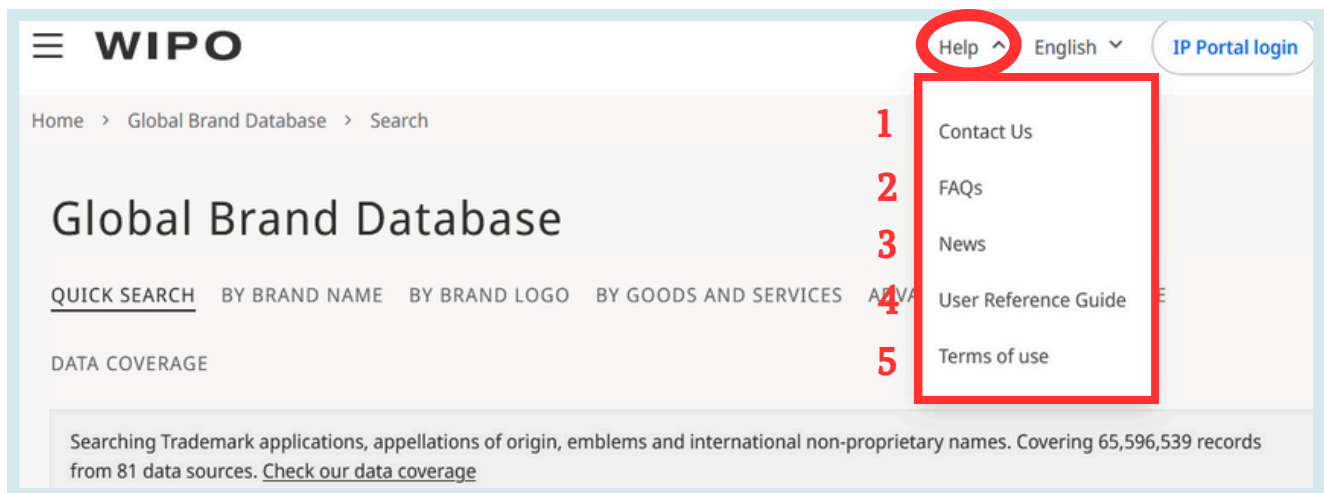
## LANGUAGES

The search interface is available in 11 languages that can be selected in the upper right side of the page. This will not change the results language but only the interface.



## HELP

The *Help* tab offers several resources that can help you better understand the Global Brand Database, stay updated about the coverage and even reach out for support.

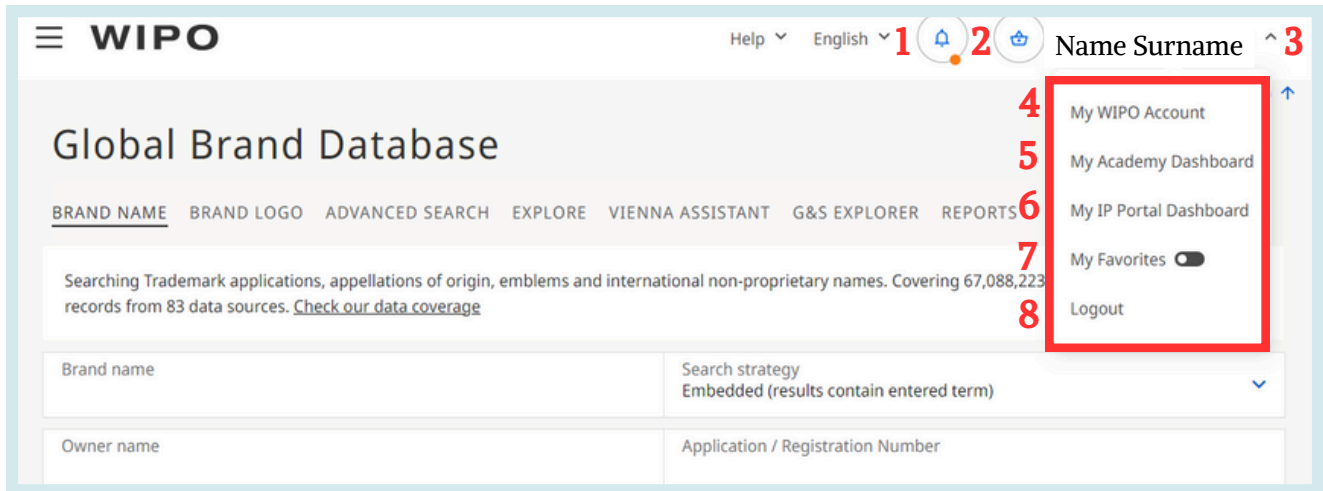


1. *Contact Us* will take you to a contact form that you can fill in if you have any question or feedback about the GBD.
2. In the *FAQs* page you can find the reply to the most common questions about the database.
3. Check the *News* site to stay updated about new participating offices and new tools.
4. The *User Reference Guide* will take you to this guide.
5. In the *Terms of use* you can find more about the legal use of the data, limitations, disclaimers and privacy policies, among other.

# SETTINGS

## IP PORTAL LOGIN

You can log in to your WIPO account or create one. We recommend that you create a free account so you can save your searches and your reports.



1. The bell button will redirect you to the Messages inbox. The orange dot will appear when you have unread notifications in your inbox.
2. The cart will take you straight to WIPO Pay, where you can manage your online payments for PCT, eHague, eLisbon, Domain Name Disputes and UPOV Online Services.
3. Clicking on your name will open the menu including options 4 to 8.
4. Under *My WIPO Account* you can modify your personal details, modify your email, add a recovery email address, change your password, set extra authentication methods, or connect with other users.
5. *My Academy Dashboard* will allow you to register and manage online courses at WIPO's eLearning Center. Learn more about the eLearning Center here: <https://welc.wipo.int/>
6. In *My IP Portal Dashboard* you can create a dashboard including different widgets, such as news, quick links, quick database search bars and saved searches or payments.
7. *My Favorites* allows you to save pages that you can then find in your *IP Portal Dashboard*.
8. Select *Logout* to exit your WIPO Account.

# BRAND NAME SEARCH

You can use the *Brand Name* interface to search for:

- Brand names
- Owner names
- IP Offices
- Designation countries
- Nice classes
- Goods and services
- Application or Registration numbers




Filling several search fields will give you more specific results.

The screenshot shows the WIPO Global Brand Database search interface. The 'BRAND NAME' tab is highlighted with a red box. The search form includes the following fields and options:

- Brand name**: Search strategy: Embedded (results contain entered term)
- Owner name**: Application / Registration Number
- IP office**: Designation country
- Nice classification**: Goods and services

A 'Search' button is located at the bottom right of the form.

To use the Brand Name interface:

1. Fill at least one of the seven available fields
2. Select your search strategy for *Brand Name* search (embedded will appear by default)
3. Click the *Search* button 



The *Search* button will look grey until you add text to any of the fields.



You can find IP Offices by the country code or name of the office. Ex: Spain = (ES) OEPM



You can find the corresponding Nice class by typing keywords such as “clothes” or “paint”, and the tool will show you different options. Remember to click to add the selected options.

## SEARCH STRATEGIES

When searching in *Brand Name*, you can choose between five different search strategies. Each of these will provide different results depending on what is being prioritized on the search.

# BRAND NAME SEARCH

## SEARCH STRATEGIES

**Global Brand Database**

BRAND NAME | BRAND LOGO | ADVANCED SEARCH | EXPLORE | VIENNA ASSISTANT | G&S EXPLORER | REPORTS

Searching Trademark applications, appellations of origin, emblems and international non-proprietary names. Covering 66,387,175 records from 83 data sources. [Check our data coverage](#)

Brand name	Search strategy Embedded (results contain entered term)
Owner name	Embedded (results contain entered term) Match exact expression Fuzzy (results are spelled similarly to entered term) Phonetic (matches sound like entered term) Stemming (results share the same stem or root like the entered term)
IP office	
Nice classification	Goods and services

### 1. EMBEDDED SEARCH

This type of search is the one used by default when searching in *Brand Name*. With this search strategy, the search results will contain the term entered in the *Brand Name* field, but other words or characters can also appear.

#### Examples:

Searching for term “Terra” provides results such as:

*Terra Labs ; Terrasol ; x-terra Voyager*

Searching for term “Star” provides results such as:

*Falahi Star ; Staroffice ; Starbucks*

**Brand name : contains the word 'terra'**

Displaying 1-120 of 22,178 results (Recent first)

Change layout | Sort results | Results per page | Download results

FILTERS	<input type="checkbox"/> Select all	TERRA LOCALIZATIONS	<b>TERRA LABS</b>	ZEa TERRA	TERRA IRUKI	TERRA AVAN	TERRA TRIBU	Terra Imagina		TERRA-PEGS	<b>X-TERRA VOYAGER</b>
		Terra Dolce	Sal Da Terra TCE	N/A		<b>TERRASOL</b>	Terra Deck		TERRA DI SAPORE RISTORANTE	4TERRA OVERLAND	TREE FREE TERRA

**Brand name: contains the word 'star'**

Displaying 1-30 of 91,285 results (Most relevant first)

Change layout | Sort results | Results per page | Download results

Filters	<input type="checkbox"/> Select all			<b>falahi Star</b>		STAROFFICE	StarNails	<b>STARBUCKS</b>	STAR STAR	STAR&STAR
			STAR STAR	STAR&STAR	SPAR & STAR	STAR&STAR	SPAR & STAR		Imagem da marca não disponível	

# BRAND NAME SEARCH

## SEARCH STRATEGIES

### 2. MATCH EXACT EXPRESSION

With this type of search, only results containing the exact term searched will appear. The order of the characters and spacing between them will be respected, and brand names shorter or longer than the term will be excluded.

Examples:

Below you can find the result list for searched terms “Flower” and “Yellow”. Only results that match those words precisely will appear.

Brand name: is matching exact expression 'Flower'

Displaying 1-30 of 342 results (Most relevant first)

Change layout Sort results Results per page Download results

Filters →  Select all

FLOWER	Flower	FLOWER	FLOWER	FLOWER	FLOWER	Flower	FLOWER	flower

Brand name: is matching exact expression 'Yellow'

Displaying 1-30 of 261 results (Most relevant first)

Change layout Sort results Results per page Download results

Filters →  Select all

YELLOW	YELLOW	YELLOW	YELLOW	YELLOW	YELLOW	yellow	YELLOW	Yellow

### 3. FUZZY SEARCH

When using this search strategy, the results will be spelled similarly than the searched term.

Examples:

Searching for “BEAR” will return BEER & BEARN ; BEAU BEAN ; BEAN E BEARS

Searching for “WAVE” will return RAVE ; DAVE’S FAVE ; SAVE THE CAVE ; EVA SAVE

# BRAND NAME SEARCH

## SEARCH STRATEGIES

Brand name: contains word that resembles 'Bear'

Displaying 1-30 of 57,957 results (Most relevant first)

Change layout Sort results Results per page Download results

Filters	<input type="checkbox"/> Select all	BEARY BEARS		Beer & Béarn	Beer & Béarn	BEARD BEER		BEAN E BEARS	BEAN BAG BEARS
		BEAN E BEARS		BEAN E BEARS		Kumiho Beat Beer	RAE, BEAN + PARTNERS	KONEKSIYON	

Brand name: contains word that resembles 'Wave'

Displaying 1-30 of 46,539 results (Most relevant first)

Change layout Sort results Results per page Download results

Filters	<input type="checkbox"/> Select all	RAVE PAVE		RAVE DAVE	EVA Save	EVA SAVE	Save & Rave	SAVE THE CAVE	The Rave Cave
		SAVER IN RAVE	SAVE THE RAVE	DAVE'S FAVE	SAVER IN RAVE	THE RAVE CAVE	SAVE TIME. SAVE MONEY. HAVE FUN!	LGAVE TO SAVE	

### 4. PHONETIC SEARCH

When using this search strategy, the results shown will sounds similar to the searched term.



This type of search only works correctly in latin characters

Examples:

Searching for "BIRD" will return BYRD ; BERD ; BEART ; BEARD

Searching for "SEA" will return SEE ; ZAI ; SAY ; SHEA ; SAI-SUI

# BRAND NAME SEARCH

## SEARCH STRATEGIES

Brand name: contains word that sounds like 'Bird'

Displaying 1-30 of 414,945 results (Most relevant first)

Change layout Sort results Results per page Download results

Filters →  Select all

	e-vert; e-Vert; E-vert; E-Vert; E-VERT; e vert; e Vert; E vert;		<b>BEPA BERD</b>	<b>BEART BEART</b>	<b>BYRD BYRD</b>	<b>BERT &amp; BERT BARBERS</b>	<b>BEARD 2 BEARD</b>

Brand name: contains word that sounds like 'Sea'

Displaying 1-30 of 2,087,458 results (Most relevant first)

Change layout Sort results Results per page Download results

Filters →  Select all

<b>Zai Zai Zai Zai</b>		<b>Say Say Say</b>	<b>ZAI ZAI ZAI ZAI</b>	<b>SHEA BUTTER</b>	<b>サイ・スイ SAI-SUI</b>	<b>3AI ZAI</b>	<b>SAI SAI la la</b>
	HB Say Say Say	<b>SE-A2</b>			ON-SAY オン・セイ おん・せい	<b>Sui Sei Sui</b>	<b>スイ すい SUI SUI</b>

### 5. STEMMING

When using this search strategy, the results will share the same root or stem of the searched word.

Examples:

Searching for “TEACHING” will return:

TEACH ; TEACHLY ; TEACHE

Searching for “ASTRONOME” will return:

ASTRONOMER; ASTRONIMICAL; ASTRONOMIC

# BRAND NAME SEARCH

## SEARCH STRATEGIES

Brand name: contains word with the same radical as 'Teaching'

Displaying 1-30 of 4,446 results (Most relevant first)

Change layout Sort results Results per page Download results

Filters →  Select all

	<b>TEACH</b>	<b>TEACHLY</b>	<b>TEACH</b>			TEACHING	TEACH
TEACHE	TEACH			TEACH	TEACH	Teäch	

Brand name: contains word with the same radical as 'Astronomie'

Displaying 1-30 of 188 results (Most relevant first)

Change layout Sort results Results per page Download results

Filters →  Select all

<b>ASTRONOMER</b>	ASTRONOMICS	ASTRONOMER	ASTRONOMICAL	Astronomic	Astronomical	ASTRONOMICS	ASTRONOMICS
Astronomic	<b>ASTRONOMICAL</b>	ASTRONOMIC	ASTRONOMER	ASTRONOMER	ASTRONOMER	ASTRONOMER	Astronome

## PRACTICAL EXAMPLE

If you want to search for the following trademark:

- Brand name: Estrella
- IP Office: ES (OEPM)
- Nice class: 32 (Beers, mineral and aerated water, fruit drinks...)

When you fill in the fields, you will see that the search appears over the boxes, This will help you better understand your search. Once you are done adding filters, click on "Search".

Brand name: contains the word 'Estrella'

and:

IP office: any of (ES) OEPM

and:

Nice classification: all of 32

Brand name Estrella	Search strategy Embedded (results contain entered term)
Owner name	Application / Registration Number
IP office (ES) OEPM X	Designation country
Nice classification (32 X)	Goods and services

# BRAND NAME SEARCH

## PRACTICAL EXAMPLE

in the results, you will see the total number of results. The more fields you fill in your search, the lower the number of results. You can only create reports and download 180 records at a time, so we suggest adding extra filters to your search to narrow it down.

To add more fields to your search, you can go back to the *Brand Name* search by clicking on “*Edit your search*” or you can add filters directly clicking on the “*Filters*” bar located on the left-hand side of the results list.

There are 15 different filters you can apply to your search results. Using these filters will allow you to narrow down the number of results. Click on each filter to open and see the different options.

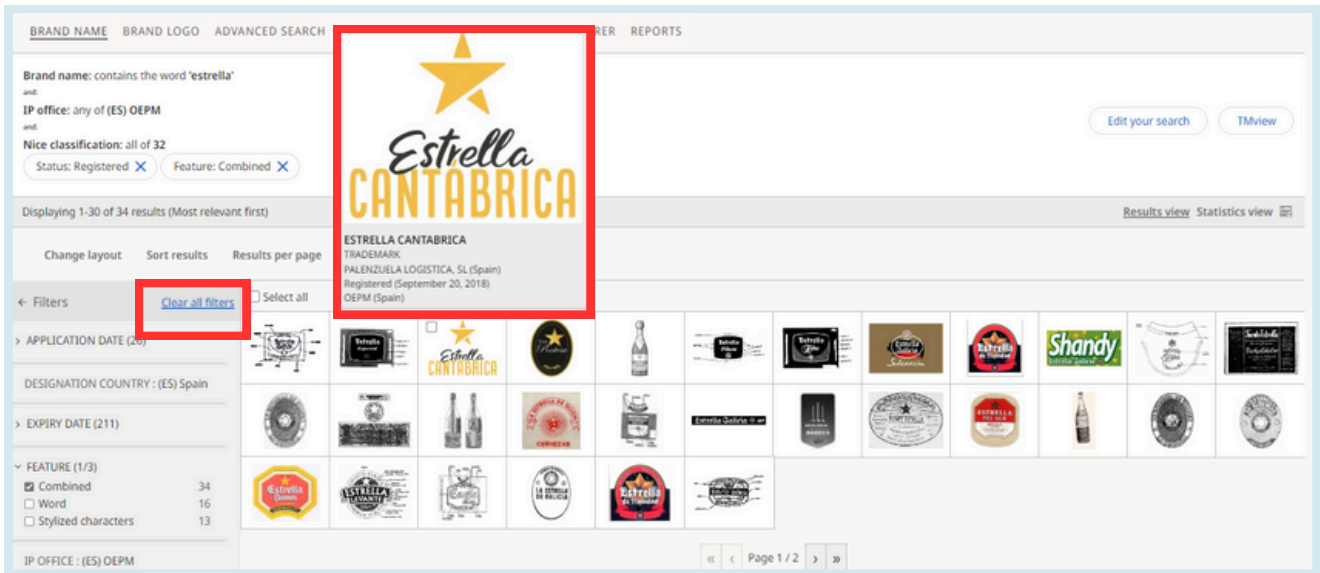
Some filters might be pre-selected. This can be due to two reasons:

1. You have filled in or selected this option in the search interface. In this example, we previously selected *IP Office: (ES) OEPM*
2. All the results share a characteristic, therefore they cannot be filtered by that. In this search, all our results have *(ES) Spain* as *Designation Country*, and all the results are *Type: Trademark* so that filter cannot be used since there are no alternatives.



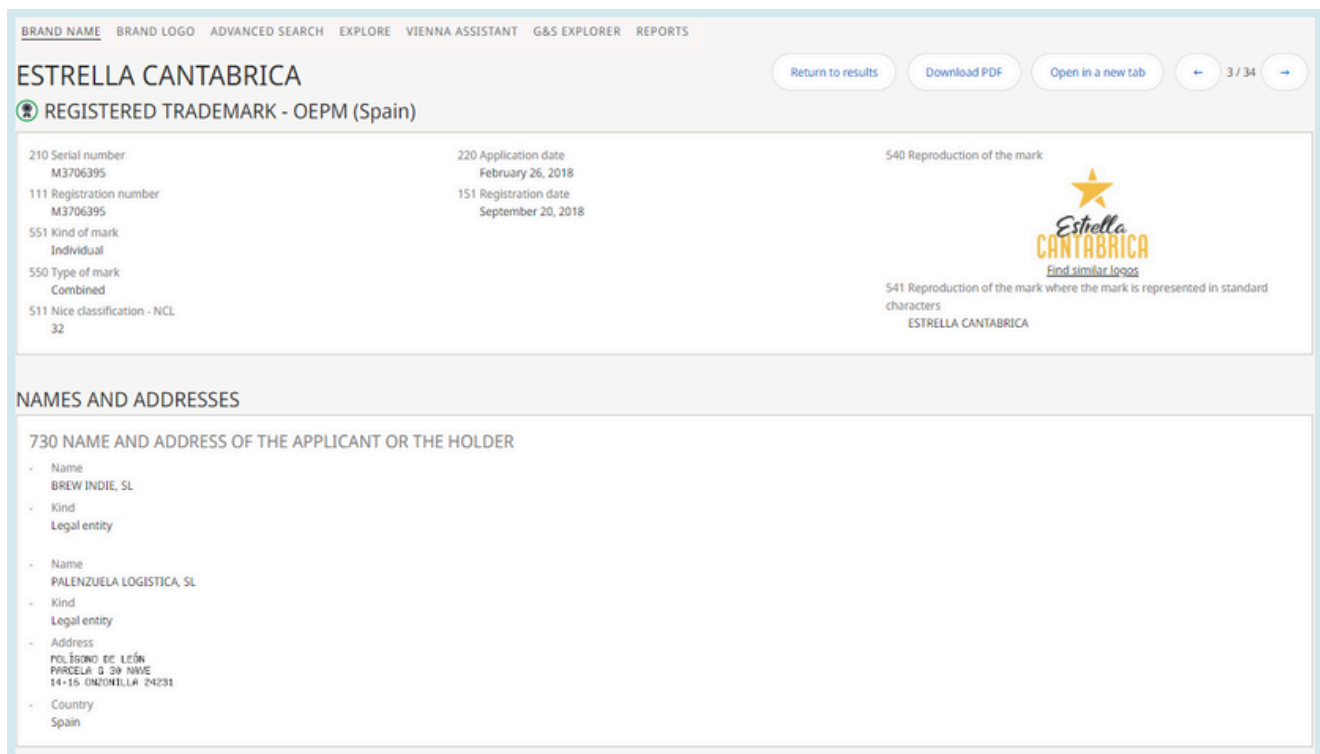
# BRAND NAME SEARCH

## PRACTICAL EXAMPLE



Hovering over the records will allow you to better see the logo (if available) and some basic information on the trademark. To remove all filters, you can select “*Clear all filters*”.

To check the record details, simply click on it. Within you can find valuable information such as the application date, name and address of applicant or holder, the international classification data and, when available, a link to the record in the office of origin.



# BRAND LOGO SEARCH

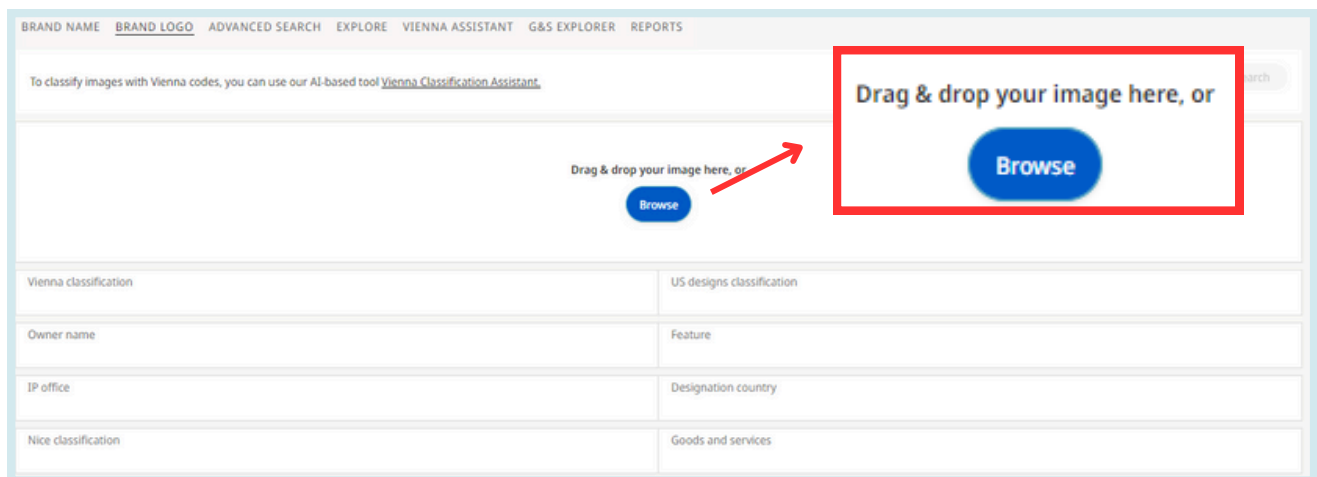
This type of search allows you to search trademark records using an image, either by upload it from your computer or using a logo available in the database.

There are several reasons why you could be interested in this type of search:

- To see if your logo design is too similar to existing logos
- To check how logo images look for different products or classes
- To search a specific trademark registration using a logo
- To find all trademarks with a common logo

## FIRST APPROACH: UPLOADING LOGO

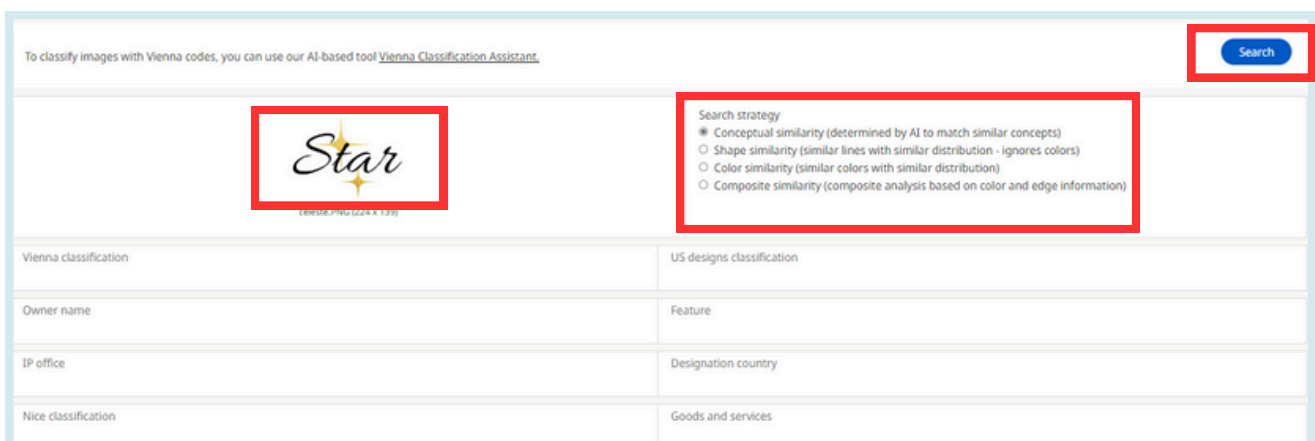
This approach will allow you to upload an image file. You will have to either drag and drop the file into the box, or select “browse” to search the file in your device.



The screenshot shows the 'BRAND LOGO' search interface. At the top, there are navigation tabs: BRAND NAME, BRAND LOGO, ADVANCED SEARCH, EXPLORE, VIENNA ASSISTANT, G&S EXPLORER, and REPORTS. Below the tabs, there is a text prompt: 'To classify images with Vienna codes, you can use our AI-based tool [Vienna Classification Assistant](#).' The main area contains a large box with the text 'Drag & drop your image here, or' and a blue 'Browse' button. A red box highlights this area, and a red arrow points to the 'Browse' button. Below the upload area, there are several input fields for search criteria: Vienna classification, US designs classification, Owner name, Feature, IP office, Designation country, Nice classification, and Goods and services.

Eight additional fields are available should you wish to add other criterias to your search:

- Vienna Classification
- Owner Name
- IP Office
- Nice classification
- US designs classification
- Designation country
- Goods and services



The screenshot shows the search results for the 'Star' logo. The logo is displayed in a red box. To the right of the logo, there is a 'Search strategy' section with four options: Conceptual similarity (determined by AI to match similar concepts), Shape similarity (similar lines with similar distribution - ignores colors), Color similarity (similar colors with similar distribution), and Composite similarity (composite analysis based on color and edge information). A red box highlights the 'Search strategy' section. A red box also highlights the 'Search' button in the top right corner. Below the search area, there are several input fields for search criteria: Vienna classification, US designs classification, Owner name, Feature, IP office, Designation country, Nice classification, and Goods and services.

# BRAND LOGO SEARCH

## SEARCH STRATEGIES

There are four search strategies you can use to make image searches. Below you can discover how each of them work based on a real search using the image on the right.



Original search image

### 1. CONCEPT

This search looks for the most similar image through AI. In the below results, we see other pagodas appear, although one is actually a tree with a similar shape as a pagoda. This search is based on concepts identified in the image.



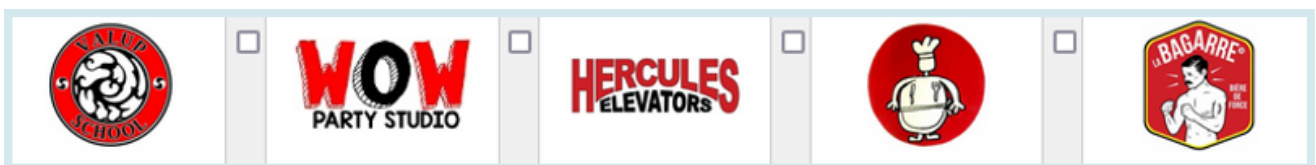
### 2. SHAPE

This search only takes into account the shape of the image, not the color or the concept of the image. The results show a circle shape with figures inside, but these figures are not a pagoda or anything similar.



### 3. COLOR

This search will take into account the color of the original image, in this case red, black and white, and in similar proportions. The results show all logos with these three colors, but with very different shapes and without recognizing the pagoda as a concept.



### 4. COMPOSITE

This search will look for a similar composition than our original image, but will not take into account the shape of our original image and will not check the concept (in this case, a pagoda). We see all the results contain the colors of the original image, in a similar proportion, as well as some circles as our original image.

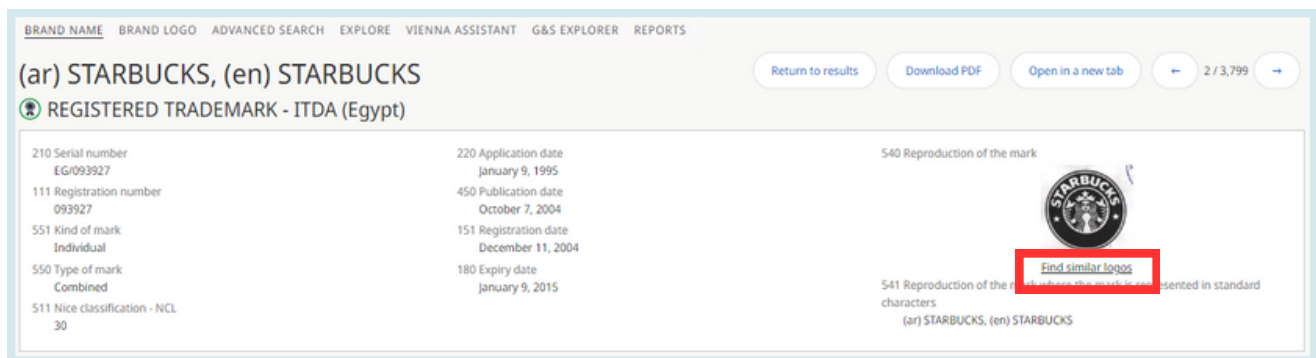


# BRAND LOGO SEARCH

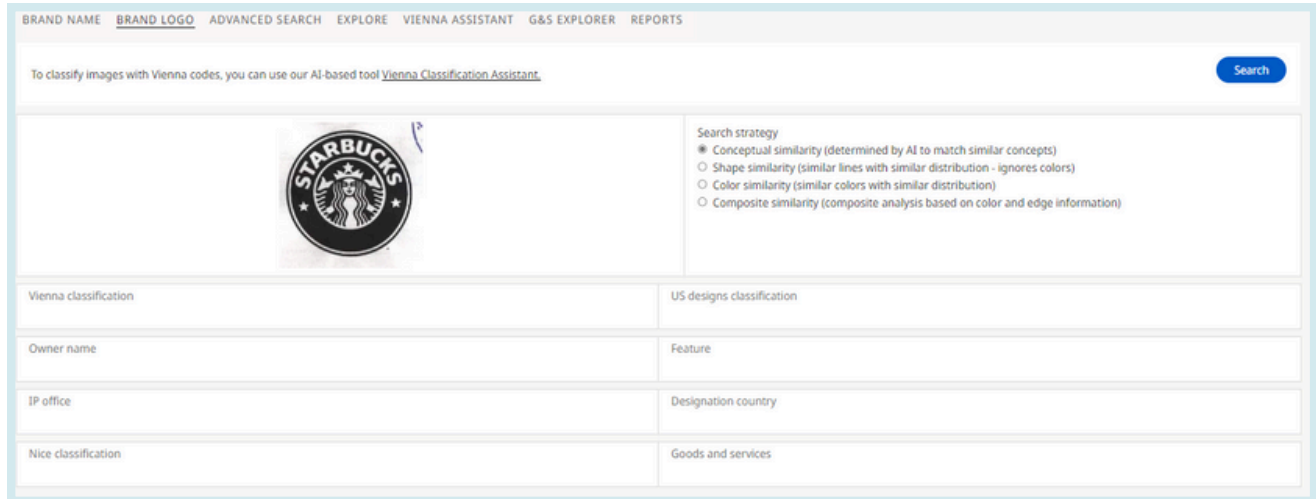
## SECOND APPROACH: FINDING LOGO IN DATABASE

You can use logos and images available in the database to conduct searches in *Brand Logo*. To find a logo, you will need first to conduct another search such as a *Brand Name* search.

Once you have found the logo you want to use in your search, access the record and click on “*Find similar logos*” located under the image display.



This will take you directly to the *Brand Logo* tab, adding the image to your search. Now you can optionally add filters and select a search strategy before clicking on the *Search* button.

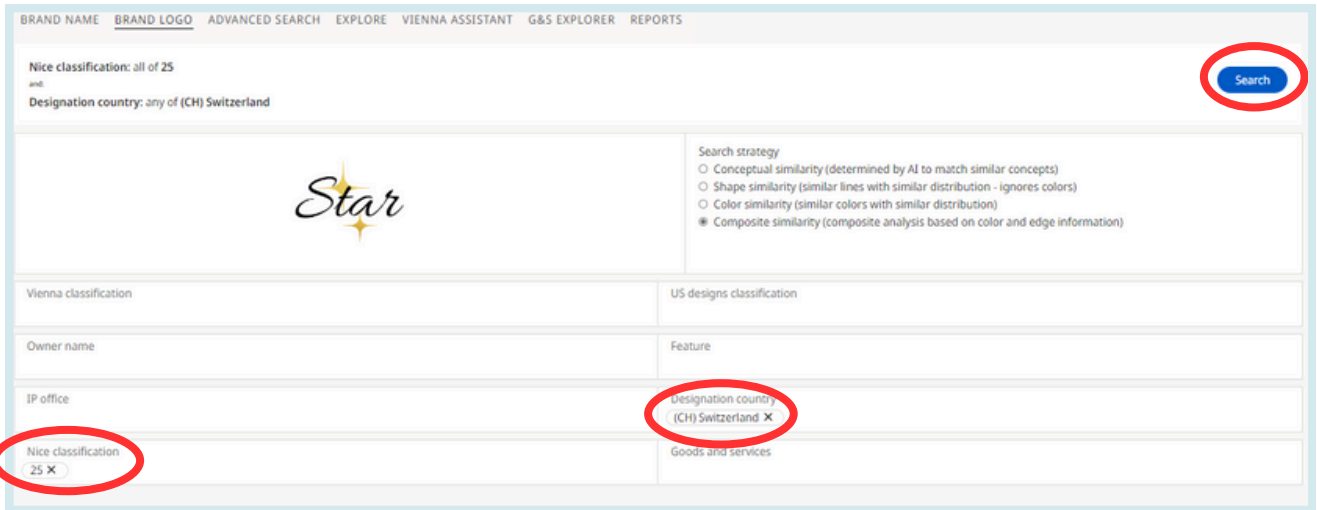


## PRACTICAL EXAMPLE 1

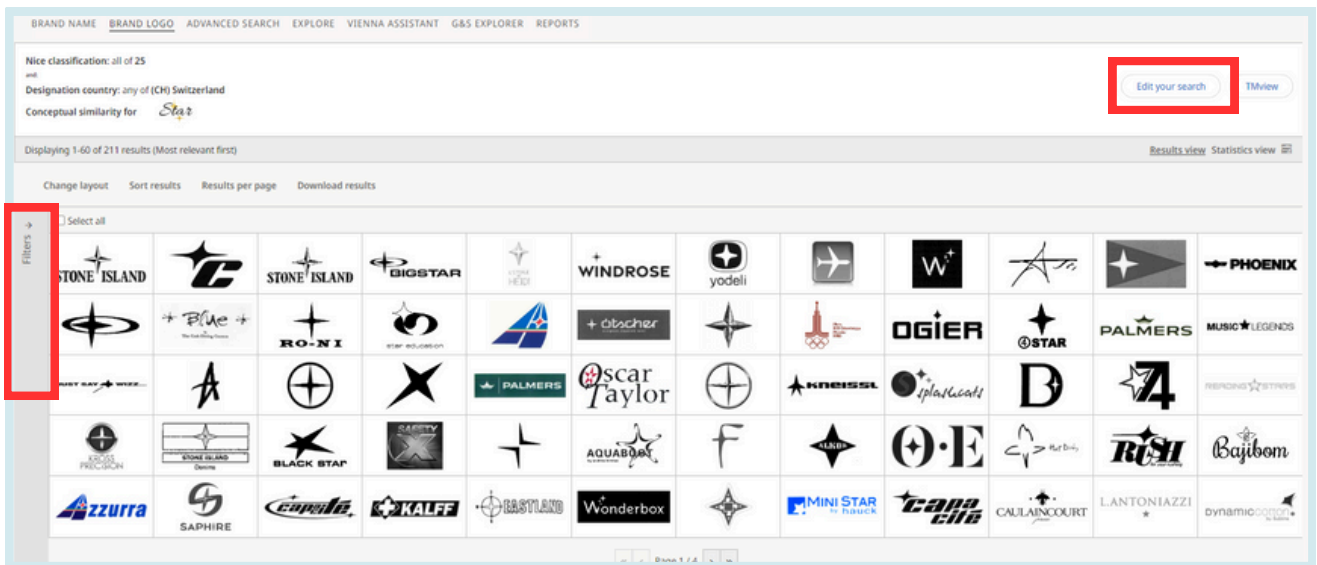
In this example, we will upload our logo with the *Browse* button. Once our logo is loaded, we will add some filters since we want to search for trademark images that:

- Are registered under Nice Class 25 (clothing)
- Have Switzerland as designation country

# BRAND LOGO SEARCH



Once in the results list, you can check how similar your logo is to the results provided. If you would like to change the search strategy, you can select *Edit your search* to go back. If you would like to narrow down the results, you can select the *Filters* tab on the left side and the different filter options will appear.



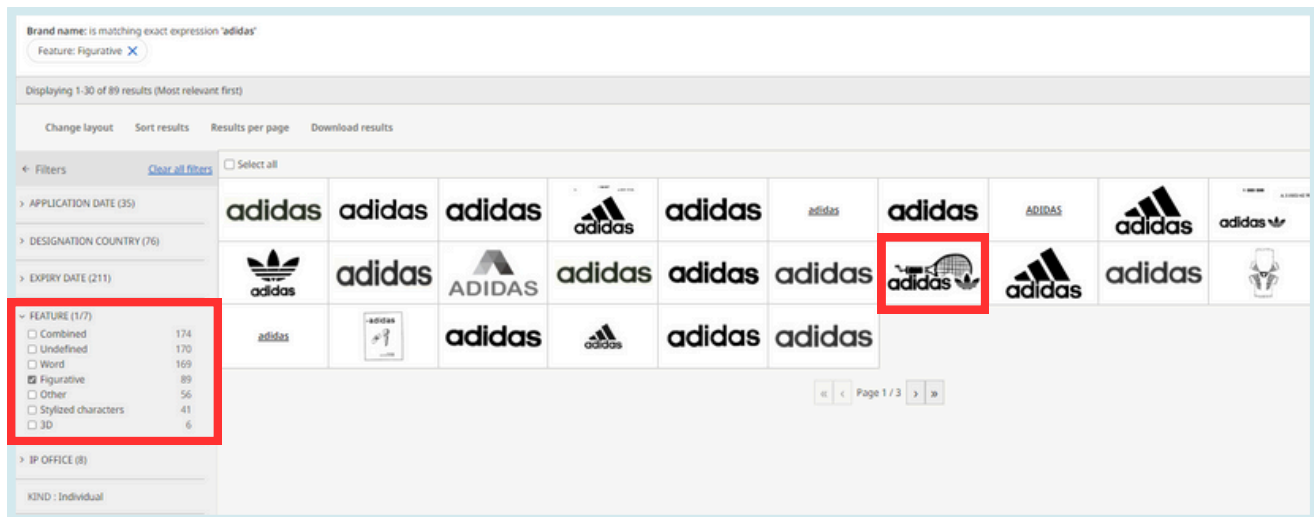
## PRACTICAL EXAMPLE 2

In this example, we will use the second approach of using a logo directly from the database. We want to find a logo for the brand Adidas, so we will first make a *Brand Name* search adding Adidas as brand name. In this case we are using the *Search strategy* "Match exact expression" since we only want this specific brand name to appear. Then we click *Search*.

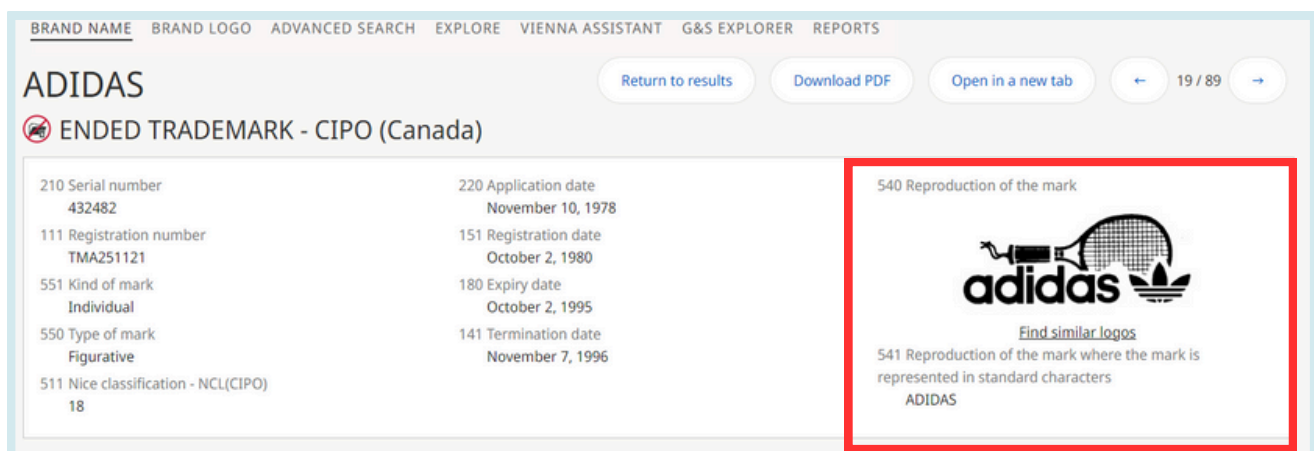
# BRAND LOGO SEARCH



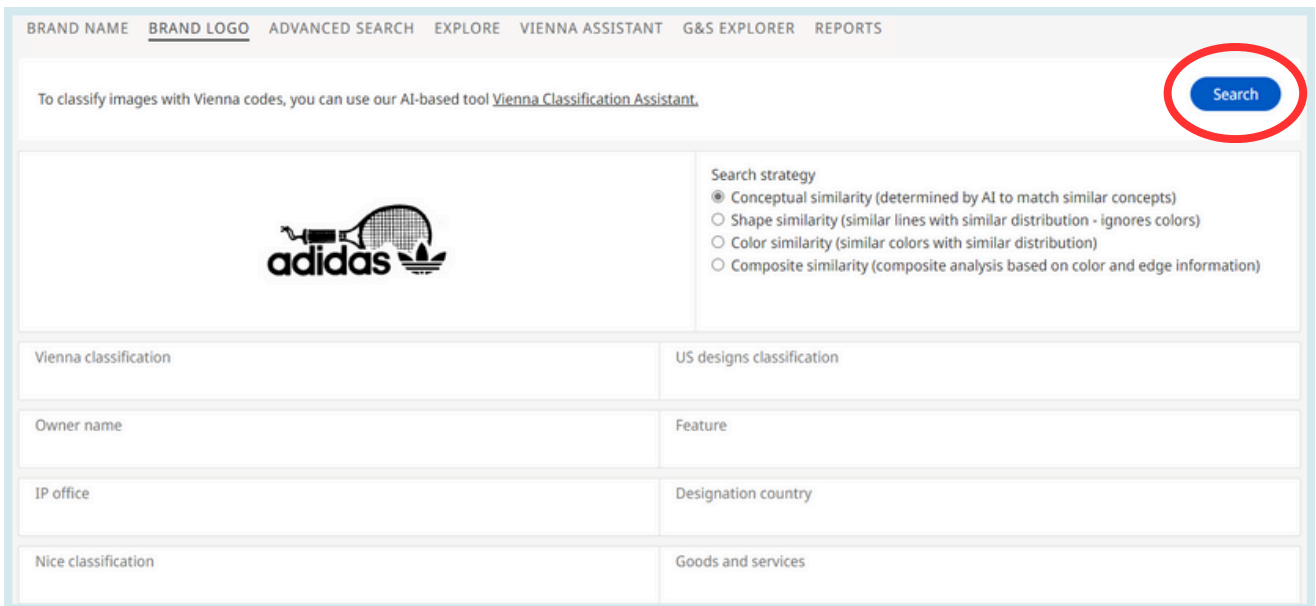
To obtain results that only contain a logo, we will filter for only *Figurative* brands using the filter *Feature*. We will then select the result that includes a racket, the name of the brand and the characteristic leaf from the brand. To access the record, we click over the image.



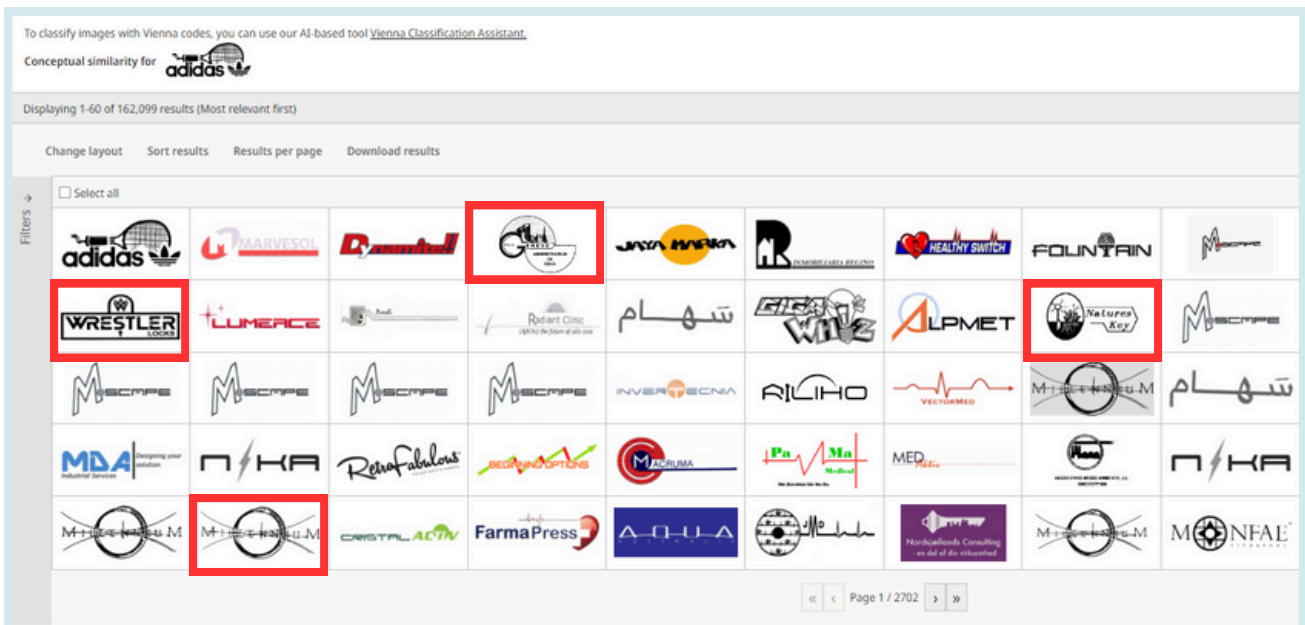
Just below the *Reproduction of the mark* and the logo, we select *Find similar logos*. We click there to add the logo to an *Image search*.



# BRAND LOGO SEARCH



Once here, we can decide to add filters or change the search strategy. If we want to get more results and keep our options open, we should not add too many filters. In this case, we will not add any filters.



The results show mainly other brands with stylized characters, but it also provides results with similar shapes than the racket, as circles or keys, and some with leaves similar to the logo searched. The fact that we do not find very similar logos indicates this logo design is quite unique.

# ADVANCED SEARCH

With *Advanced Search*, you can make precise searches combining up to 21 different search fields. You can add boolean logic AND/OR to refine your search and tailor the results,

## BOOLEAN LOGIC

Boolean logic is a form of algebra that deals with true and false values, often represented as 1 and 0 or True and False. In the Global Brand Database, you can use operators AND / OR to make your searches. For example:

Searching for Designation countries:

- Germany AND Spain = Only results that have **both** countries as designation countries will appear.
- Germany OR Spain = Results that have **at least one** of these countries designated will appear.

Searching for Brand name (Nike) , Nice Classification (25) and Office of Origin (Germany)

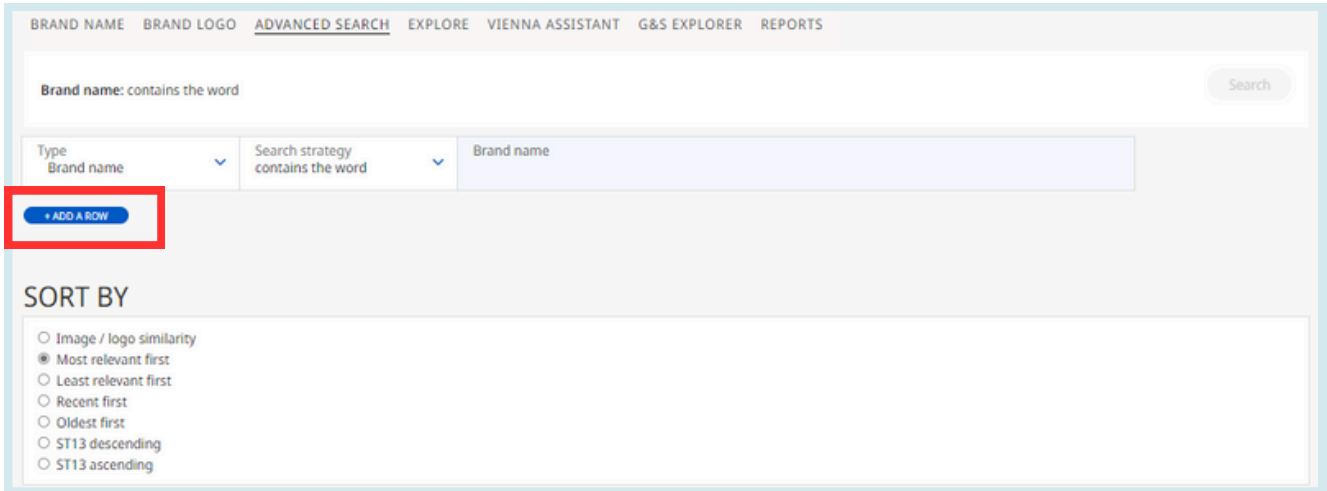
- Nike AND Nice 25 AND Germany = Only results that **meet all of these conditions** will appear.
- Nike OR Nice 25 OR Germany = Only results that **meet at least one of these conditions** will appear.

It is possible to combine AND / OR in the same search:

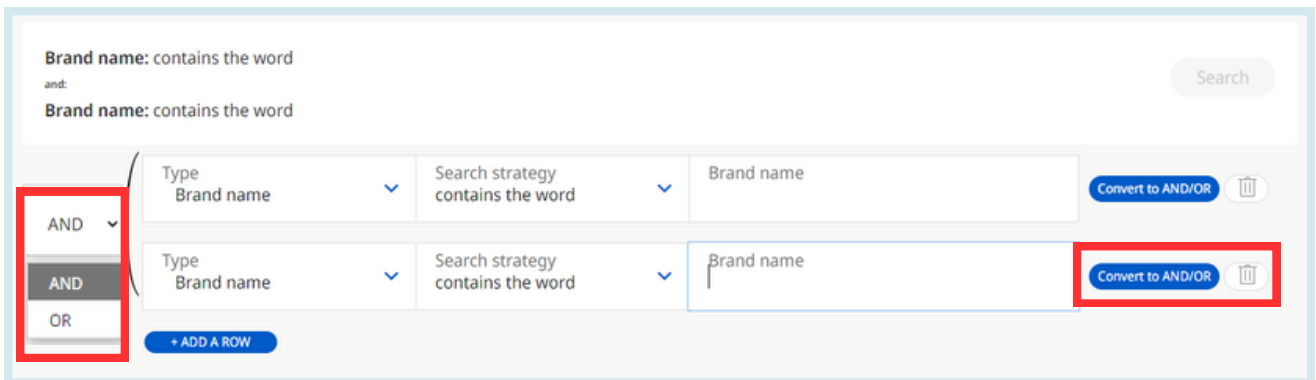
- Nike AND (Nice 25 OR Germany) = Only results that include Nike and **either** Nice 25 or Germany will appear. No result that has the three items will appear.


# ADVANCED SEARCH

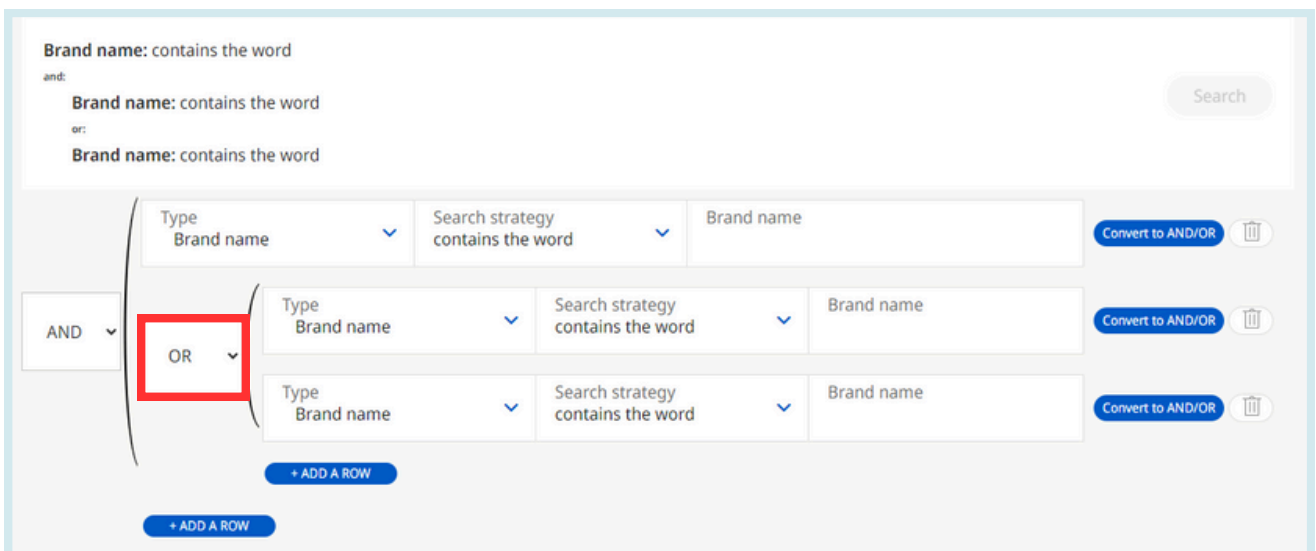
## CREATING AN ADVANCED SEARCH



To create advanced queries, you need to add rows for extra search fields. Simply click on *+ Add a row* to add a new search field or filter.



Once you add a second row, the box with the AND/OR options will appear. To add a subsequent AND/OR within the main one, select *Convert to AND/OR* on the right side of the page. You can also remove a row with the  button



# ADVANCED SEARCH

## CREATING AN ADVANCED SEARCH

You can change the *Type* to select the filter you would like to use among the 21 different options. See the table below for a comprehensive list:

Text search	Properties	Classification	Country/ IP Office	Date	Number
Brand name	Feature	Nice class	Designation country	Application date	Application number
Goods and services	Status	US Design class	IP Office	Expiry date	Priority number
Owner	Type	Vienna class	Office of origin	Registration date	Registration number
Representative			Owner country code	Termination date	

Depending on the type, you will be asked to fill in the blank field, select a date, or select between multiple options.

### **TEXT SEARCH**

In the text fields, you will need to write down the name or concept you would like to search for. We recommend you to double-check the spelling and to not use special characters,.

AND ▾	Type Brand name ▾	Search strategy contains the word ▾	Brand name
	Type Goods and services ▾	Search strategy contains the word ▾	Goods and services
	Type Owner ▾	Search strategy contains the word ▾	Owner
	Type Representative ▾	Search strategy contains the word ▾	Representative



In these search fields you can use different search strategies. For an explanation of each strategy, please go to page 7.

# ADVANCED SEARCH

## PROPERTIES

In the properties filters, you can simply tick the boxes to select all the options you would like to include in the search. The properties filters will allow you to select characteristics of the record such as the type (trademark, emblem...), the current status of the record and specific features.

AND	Type Feature	<input type="checkbox"/> 3D <input type="checkbox"/> Colour <input type="checkbox"/> Combined <input type="checkbox"/> Figurative <input type="checkbox"/> Hologram <input type="checkbox"/> Motion <input type="checkbox"/> Multimedia <input type="checkbox"/> Olfactory <input type="checkbox"/> Other <input type="checkbox"/> Pattern <input type="checkbox"/> Position <input type="checkbox"/> Sound <input type="checkbox"/> Stylized characters <input type="checkbox"/> Tracer <input type="checkbox"/> Undefined <input type="checkbox"/> Word
	Type Status	<input type="checkbox"/> Ended <input type="checkbox"/> Expired <input type="checkbox"/> Pending <input type="checkbox"/> Registered <input type="checkbox"/> Unknown
	Type Type	<input type="checkbox"/> Appellation of Origin <input type="checkbox"/> Emblem <input type="checkbox"/> Geographical Indication <input type="checkbox"/> INN <input type="checkbox"/> Trademark

## CLASSIFICATION

In the classification filters, you can simply start typing keywords and the tool will suggest the corresponding number. For example: if we type “clothing” for Nice classification, the tool will suggest class 25. You can also directly type in the number if you know it (select it in the drop-menu).

AND	Type Nice classification	Search strategy all of	Nice classification	Convert to AND/OR	🗑️
	Type US designs classificati...	Search strategy any of	US designs classification	Convert to AND/OR	🗑️
	Type Vienna classification	Search strategy none of	Vienna classification	Convert to AND/OR	🗑️

## COUNTRY - IP OFFICE

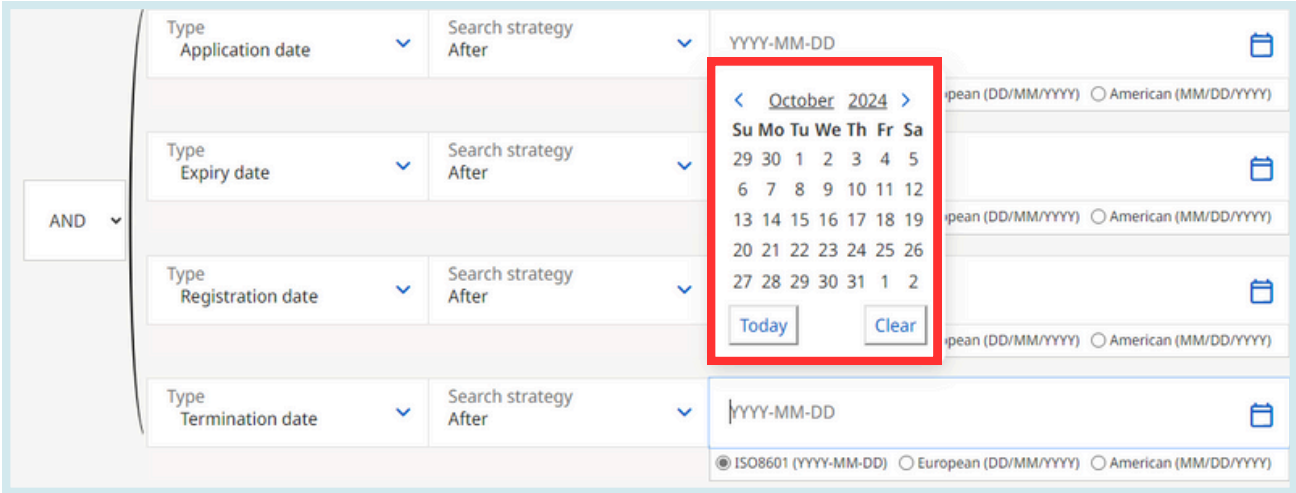
For filters *Designation country* and *Owner country code* we will need to directly type in the name of the country (ex: Germany), while for filters *IP Office* and *Office of origin* we will have to type the country code ( ex: DE) or the acronym of the IP office (ex: DPMA).

AND	Type Designation country	Search strategy all of	Designation country	Convert to AND/OR
	Type Owner country code	Search strategy any of	Owner country code	Convert to AND/OR
	Type IP office	Search strategy none of	IP office	Convert to AND/OR
	Type Office of origin	Search strategy all of	Office of origin	Convert to AND/OR

# ADVANCED SEARCH

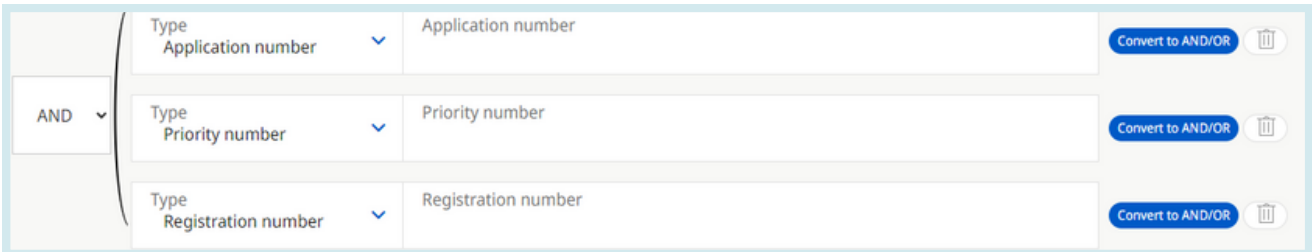
## DATE

The following filters will allow you to include a search filter including the application, expiration, registration or termination date. You can simply select the YYYY-MM-DD field and a calendar will pop up so you can fill in the date.

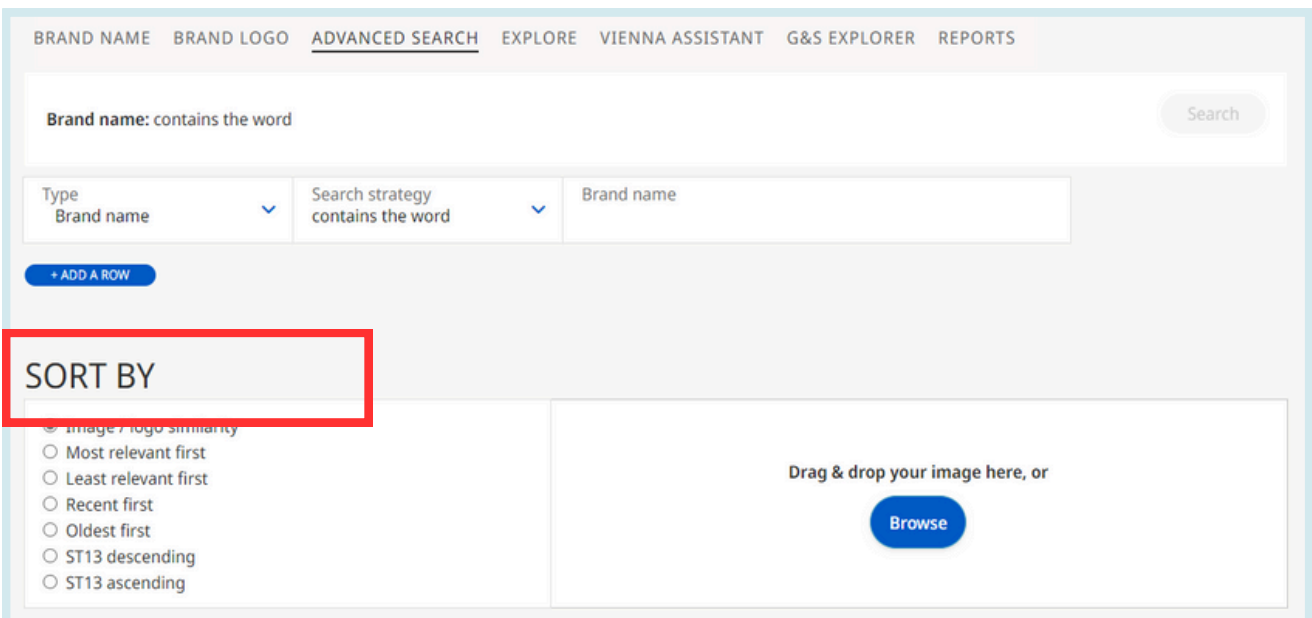


## NUMBER

The following filters will allow you to search by application, priority or registration number. You can simply type down the number in the available bar.



To add a logo to your search, go to the ***SORT BY*** list at the end of the ***Advanced search*** page and select ***Image/Logo similarity***. Then select ***Browse*** to find an image on your device.



# ADVANCED SEARCH

## PRACTICAL EXAMPLE

Let's create a search to find how many registered trademarks for "Mr. Clean" we can find.

- Since this brand has different names depending on the country, we will look for brand names "Mr. Clean" but also "Monsieur Propre" and "Don Limpio"
- We know the owner is Procter & Gamble, so we will add it to the search.
- We want to narrow our search to specific countries: Spain, France, Canada or the USA.
- We also know that the trademark we look for should be registered for cleaning products and tools, so we will add Nice classes 3 and 21 to our search.

First, we will click on *+Add a row* since we need to have two rows to be able to add another variable OR within our main search AND, by clicking in *Convert to AND/OR*.

Now, we can type the next brand name we want to include in the search, and then click on *+Add a row* so a new bar will appear below and we can type the last brand name.

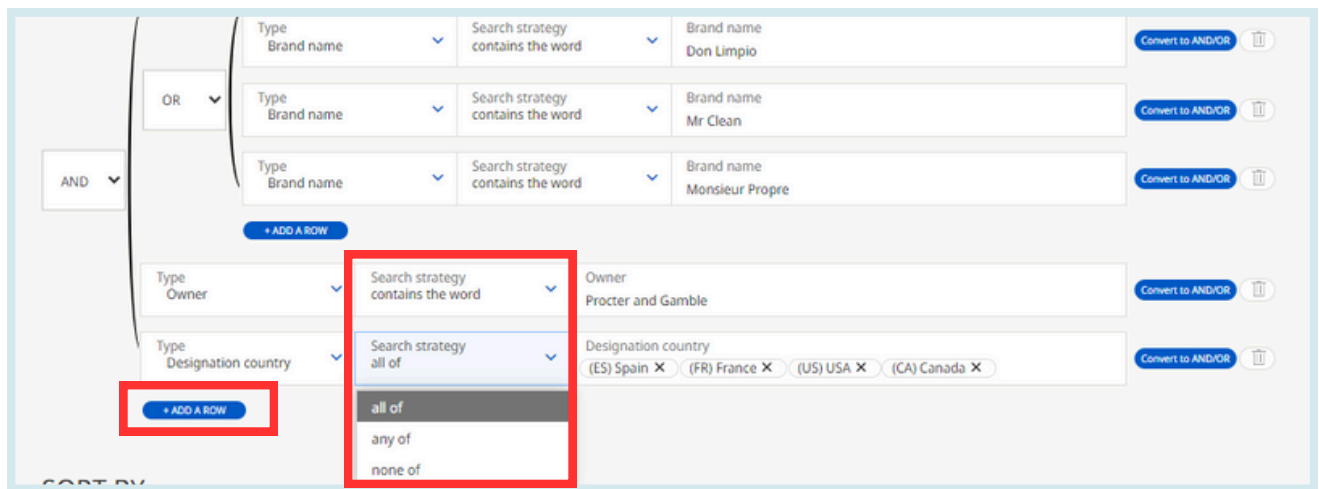
Since we want to find trademarks corresponding to **any of** the three examples we have given, the Boolean we are using needs to be OR. If we switched to AND, we would be searching for trademarks called "Don Limpio Mr Clean Monsieur Propre" and we would not get results.

# ADVANCED SEARCH

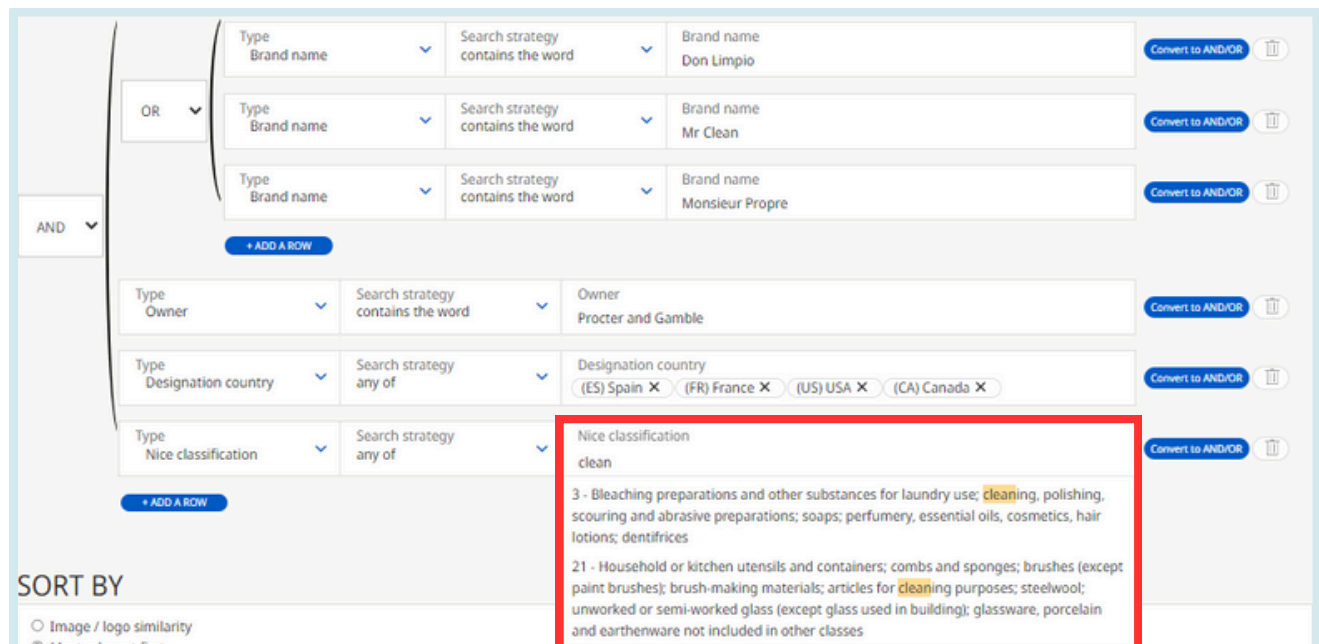
Now, we can add the name of the owner. Since we are not sure if the owner will be called Procter and Gamble, or P&G or Procter & Gamble, we will use the search strategy “Contains the word”, to keep our options more open than with an exact search.

We then add another round to select the designation countries, which is where we want our trademarks to be protected in. Again, we will change the search strategy to *any of* because this way we will get more results, considering we can find the different names in different countries.

Ex. Don Limpio will likely be registered only in Spain, while Monsieur Propre will likely be registered only in France.



Finally, we add a last row so we can add the Nice classes, again using the search strategy *any of* to have more results. To find the correct class, we can just type the product or a keyword we think relevant. In this case we used “clean” as in “cleaning” and categories 3 and 21 matched. We can select each number to add them to the search.



# ADVANCED SEARCH

This is how our final query should look like. Above the search parameters, you can find an explanation of what your search will include. This will help you double check your search. Now, let's see the results by clicking on the Search button

The screenshot shows the advanced search configuration page. At the top, there is a summary of the search criteria: "Brand name: contains the word 'Don Limpio'", "Brand name: contains the word 'Mr Clean'", "Brand name: contains the word 'Monsieur Propre'", "Owner: contains the word 'Procter and Gamble'", "Designation country: any of (ES) Spain, (FR) France, (US) USA, (CA) Canada", and "Nice classification: any of 3, 21". A red box highlights the "Search" button in the top right corner. Below the summary, there is a grid of search criteria with dropdown menus for "Type" and "Search strategy", and input fields for the search terms. The criteria include Brand name, Owner, Designation country, and Nice classification. Each criterion has a "Convert to AND/OR" button and a trash icon. A "Search" button is also present at the bottom left of the grid.

This search provided 531 results, which we could reduce by adding more filters. As mentioned, we found trademarks with extra words or terms, and the owner, Procter and Gamble, appears written in different ways.

The screenshot shows the search results page. At the top, it says "Displaying 1-10 of 531 results (Most relevant first)". There are options for "Results view" and "Statistics view". Below this, there are controls for "Change layout", "Sort results", "Results per page", and "Download results". A "Filters" sidebar is on the left, with a red box around the "OWNER (15)" filter. The main area shows a grid of 15 trademarks, with a red box around the "DON LIMPIO FRESCOR" trademark. The grid includes various brand names and logos, such as "Mr. Propre FLASH PROPRETE", "MR. PROPRE", "DON LIMPIO", "Mr. Clean", "PSHITTEZ ESSUYEZ TERMINE", "MR. LIMPIO", "MR. PROPRE EXPRESS", "MR. PROPRE AVEC LA", "MR. PROPRE", "MR. CLEAN M. NET", "CLEAN", "CLEAN. MR.", "MR PROPRE", "DON LIMPIO PLUMERO", "DON LIMPIO PODER", "MR. CLEAN", "PLACE A PROPRE", "MR. CLEAN", "MR. CLEAN", "DON LIMPIO FRESCOR", "CLEAN MAGIK MR.", and "MR. CLEAN". At the bottom, there is a pagination control showing "Page 1 / 18".

# EXPLORE TAB

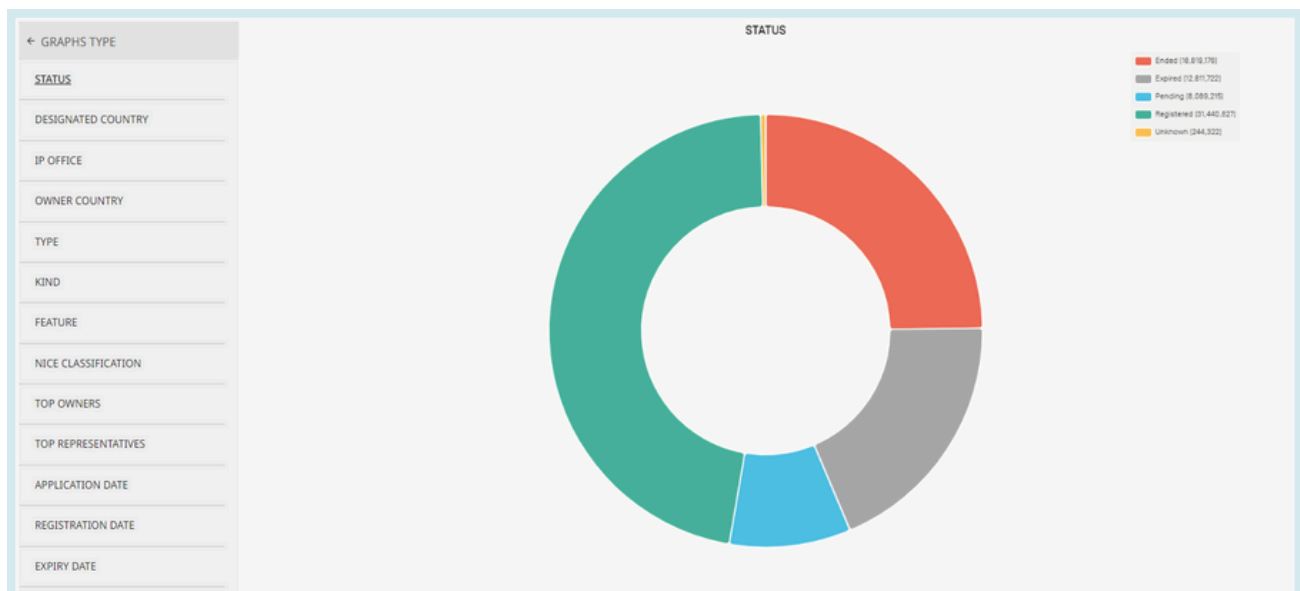
The Explore tab is an interactive and visual way of browsing through the Global Brand Database records. The data is shown in an aggregated way, which is particularly good to learn about trends and market opportunities.

Once we access the Explore tab, we will be shown the whole set of data to start browsing and filtering. Hovering over any chart will give you extra information and selecting parts of the charts will allow you to include or exclude sections of the data.

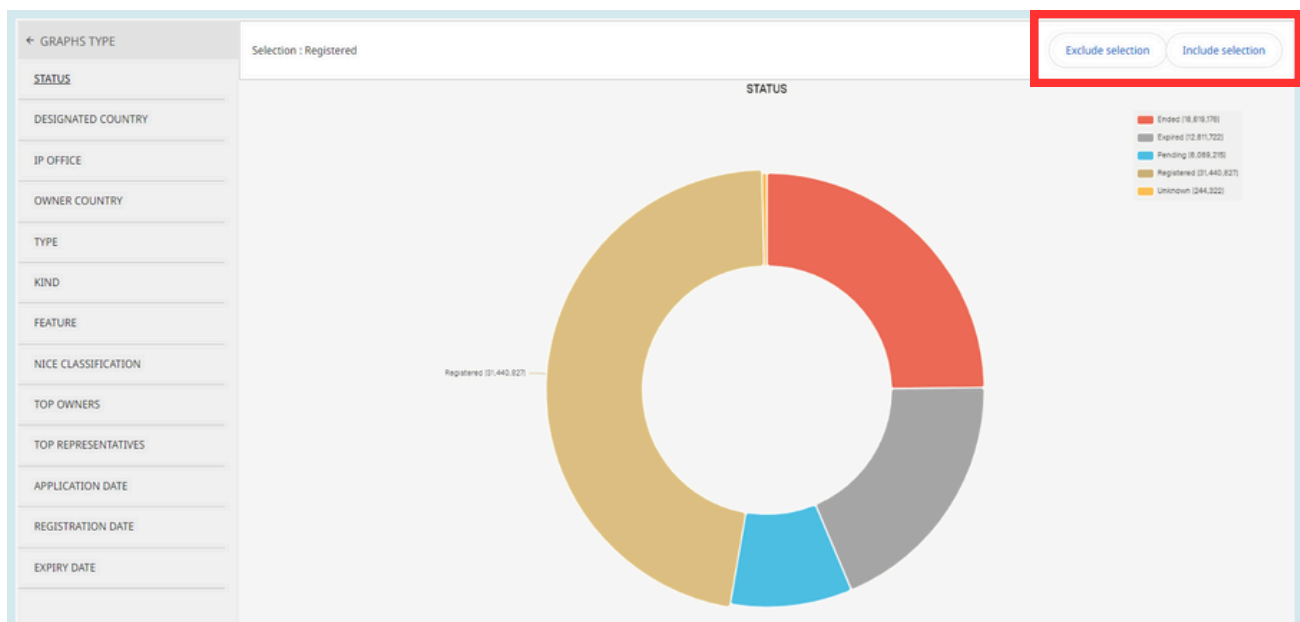
## TYPES OF GRAPHS

Depending on the type of chart, the interaction and filtering can be a bit different.

### PIE CHART



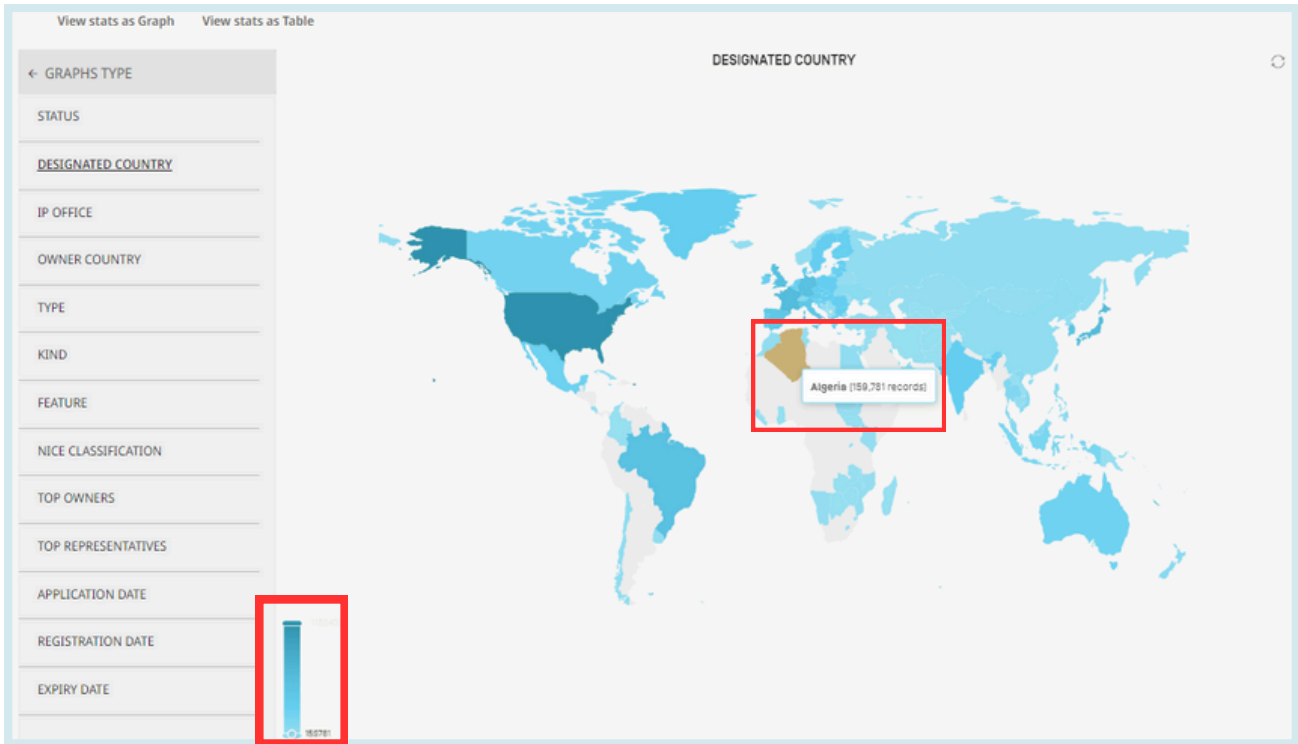
Only the filter for *Status* uses this type of chart. To filter data, select one or more slices of the pie chart, and then you can include or exclude the selected data by clicking on *Exclude selection* or *Include selection*.



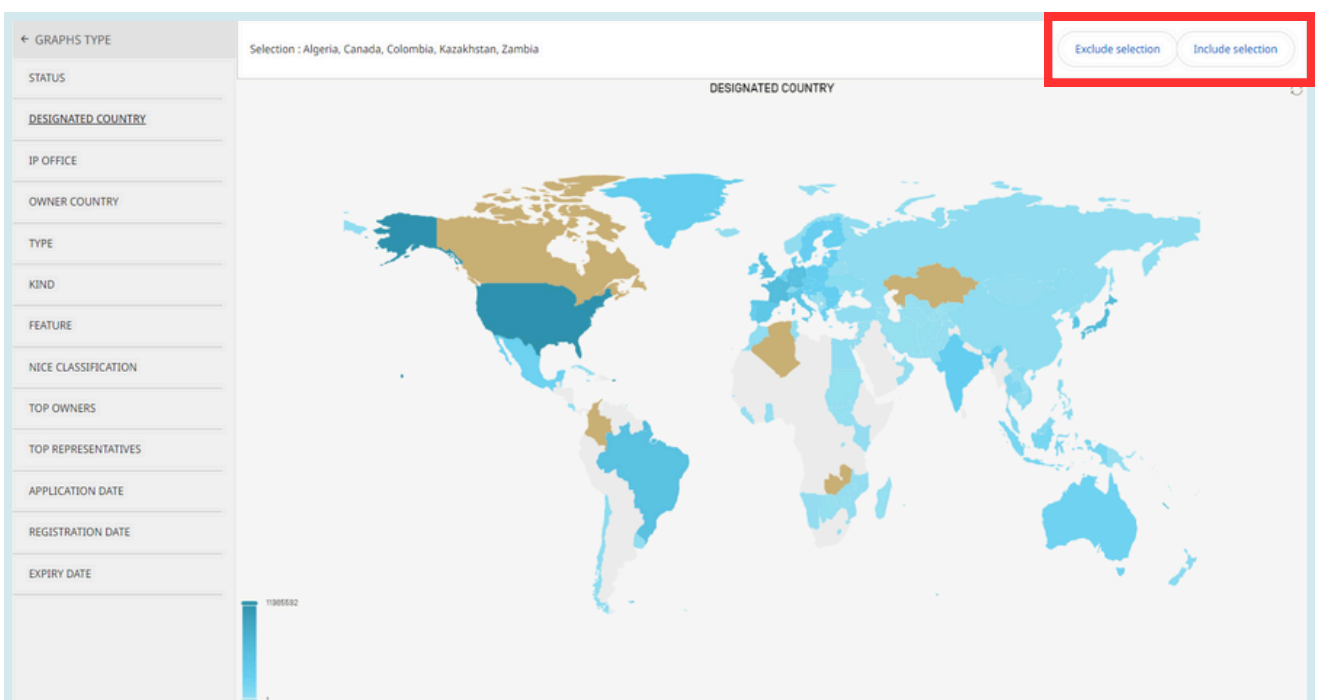
# EXPLORE TAB

## WORLD MAP

The filters *Designated country*, *IP Office* and *Owner Country* use this map to provide an overview of the available countries as well as the number of records for each.



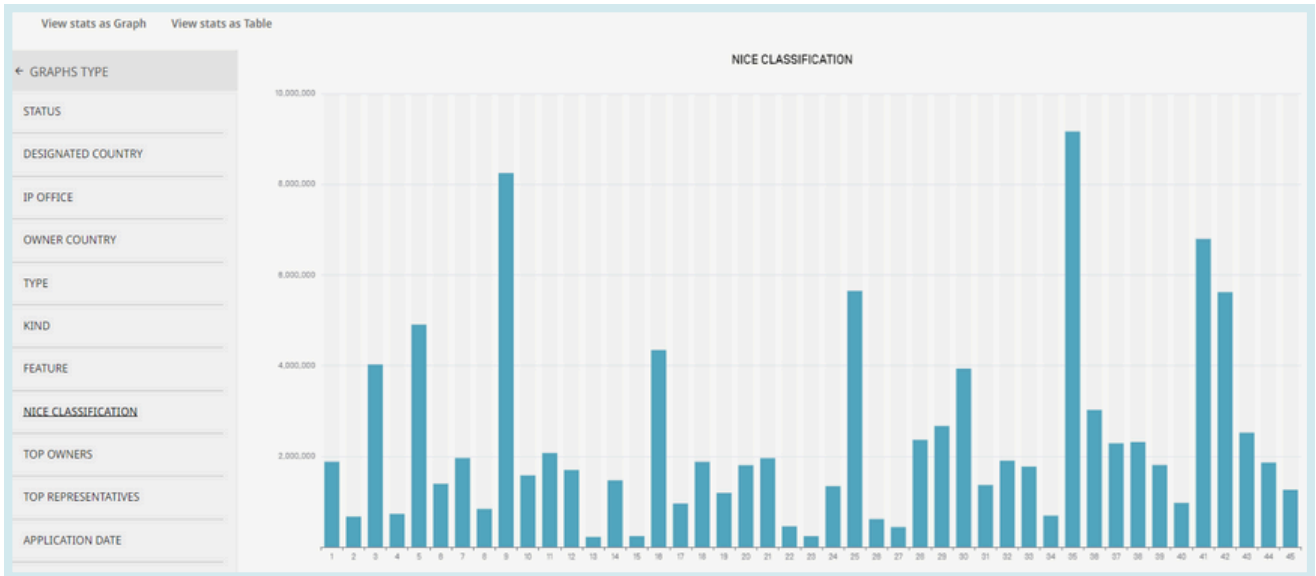
The filters *Designated country*, *IP Office* and *Owner Country* use this map to provide an overview of the available countries as well as the number of records for each. With the bar located on the lower left side of the map, you can filter the countries by number of records. Darker colors mean more records. You can select one or several countries and include or exclude the selected data by clicking on *Exclude selection* or *Include selection*.



# EXPLORE TAB

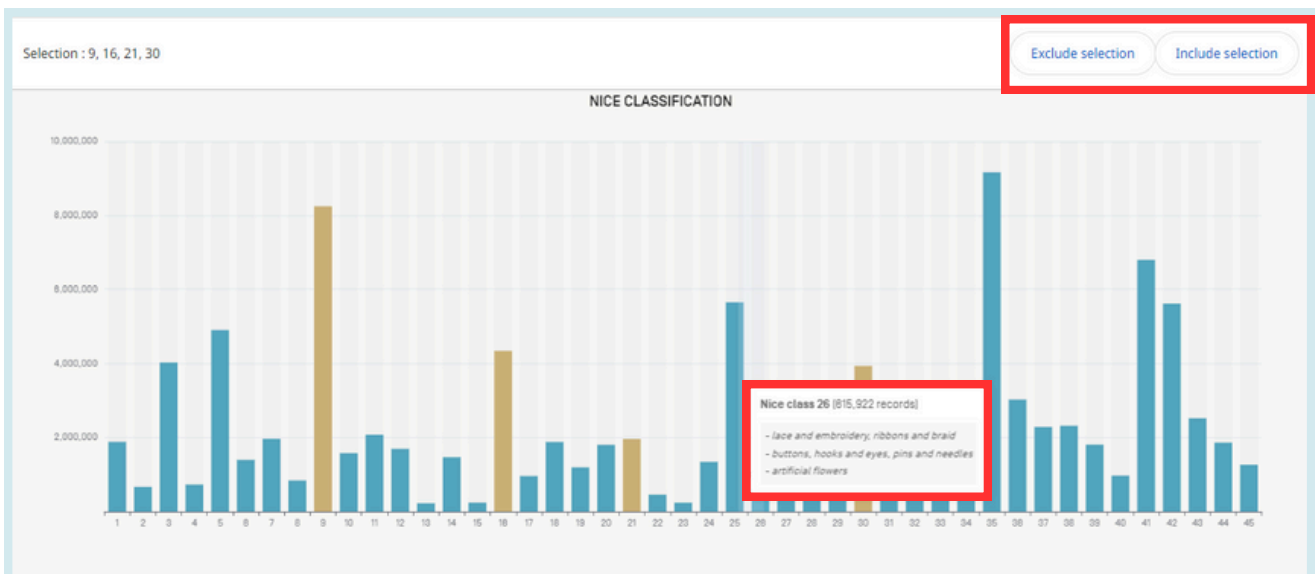
## BAR CHART

This type of chart is used for the filters *Type*, *Kind*, *Feature*, *Nice classification*, *Top owners*, and *Top representatives*.



To use these filters, simply select the categories you would like to include or exclude from the search and click on *Exclude selection* or *Include selection*.

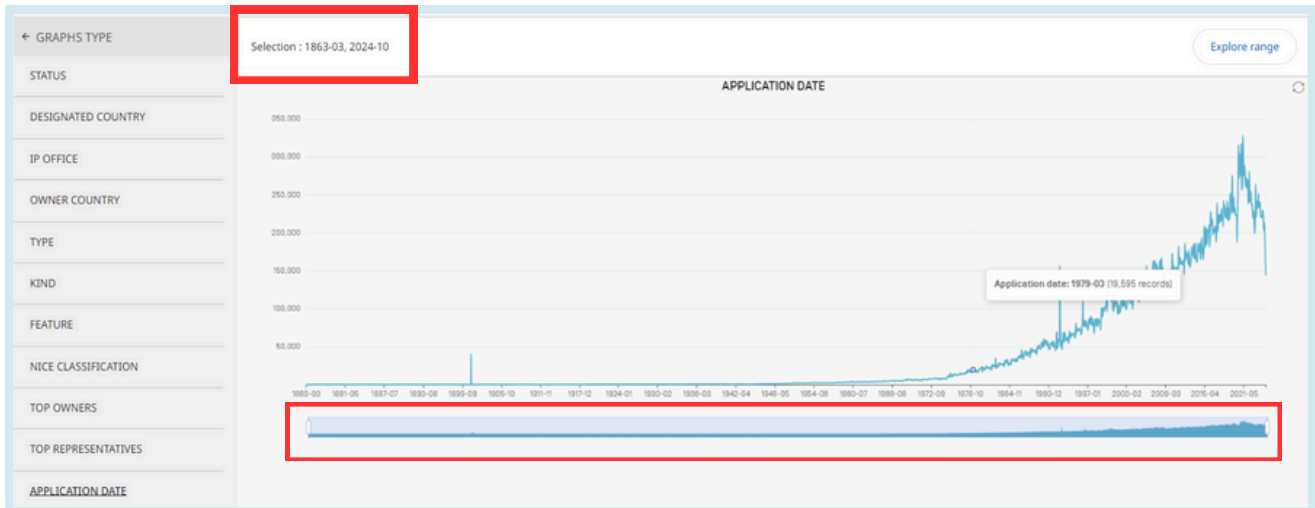
In the *Nice Classification* filter, you can hover over one of the classes to get a short list of what the class includes. For a comprehensive list of the Nice Classification goods and services, visit <https://nclpub.wipo.int/enfr/>



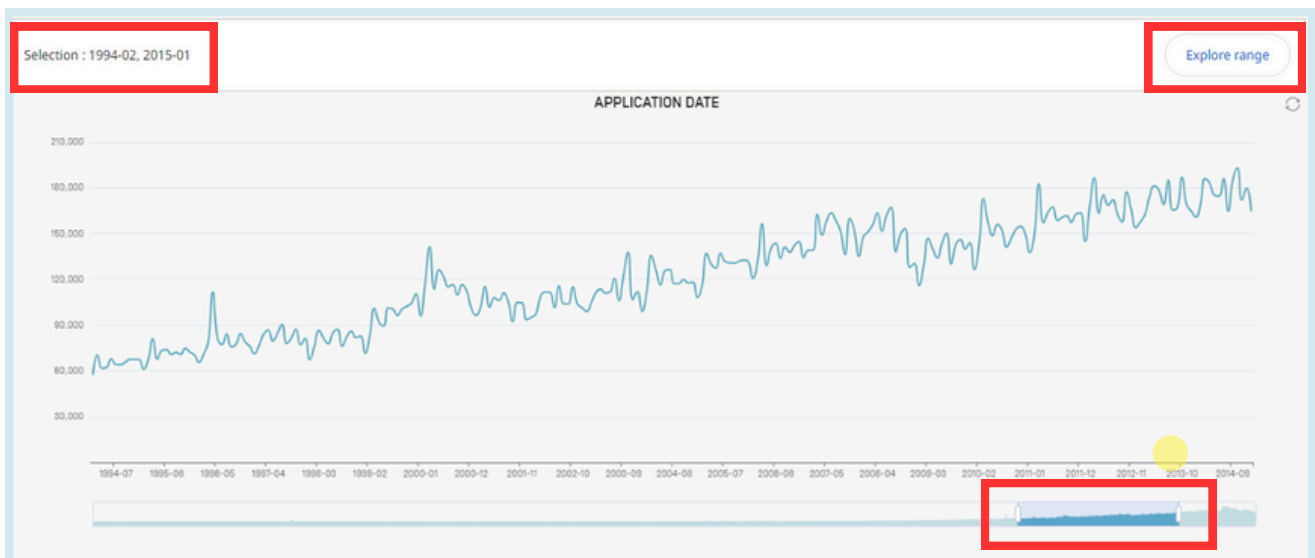
# EXPLORE TAB

## TIMELINE CHART

This type of chart is used for the filters *Application date*, *Registration date* and *Expiry date*. You can see the selected date range on the upper side of the chart.



To define a date range, use the slide bar below the chart, by moving the side bars to the left and right.



The selected dates will change on the upper right side of the page, and the chart lines will change as well. To add the filter, do not forget to select *Explore range*.

# EXPLORE TAB

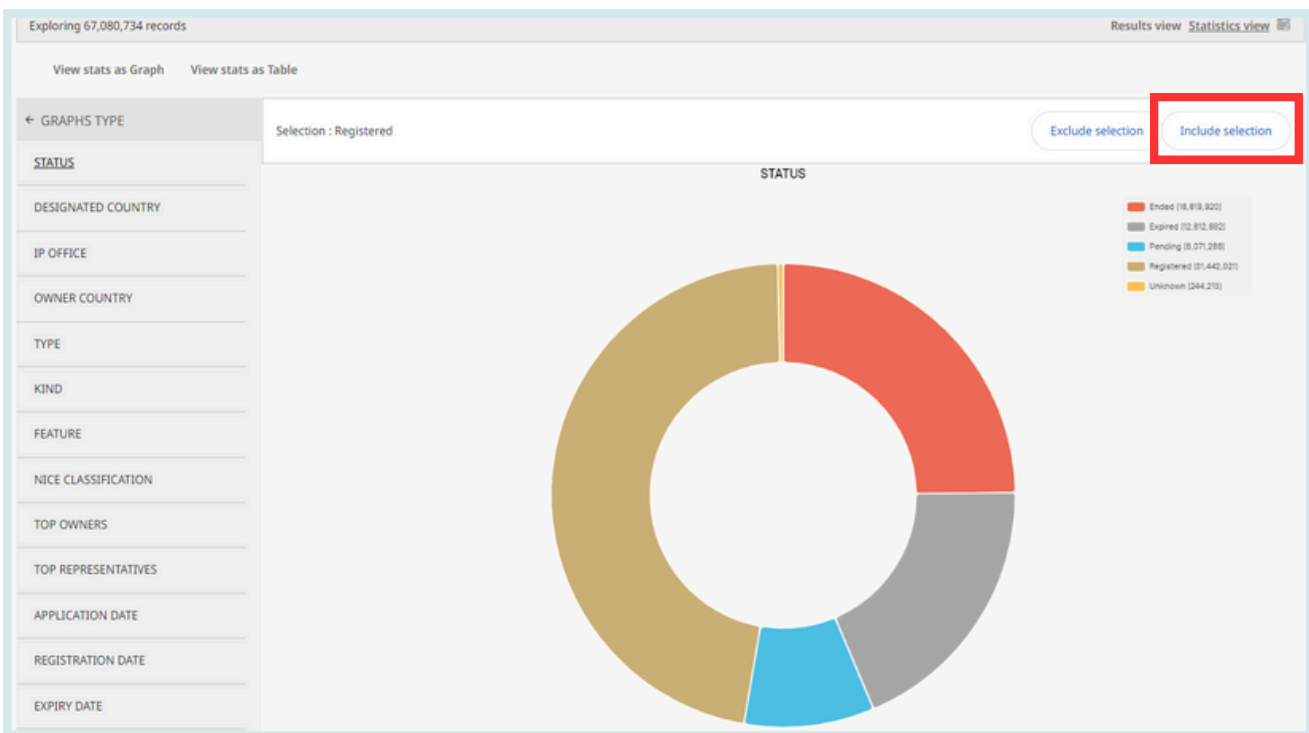
## PRACTICAL EXAMPLE

For the practical example, let's imagine we want to find out about:

- Biggest national trademark owners
- For clothing trademarks
- In the Spanish IP Office
- Currently active
- From 1980

We will be adding filters until we obtain the information we are looking for.

Firstly, we will include only trademarks which are currently registered. For this, we go to the *Status* filter on the left side, we select the section of the pie chart for *Registered* trademarks and we click on *Include selection*.



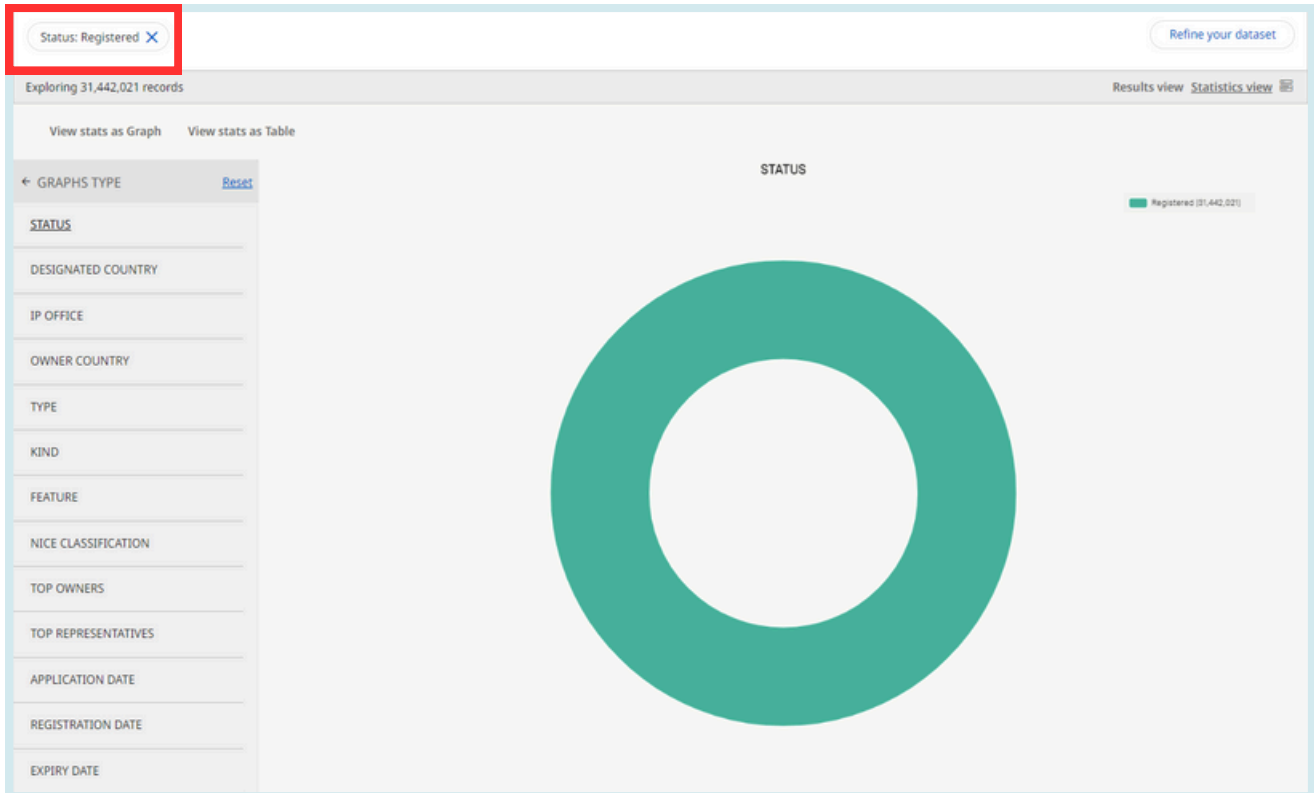
Once we click on *Include selection* the graph will automatically be modified and the number of results will of course be reduced. In this case, we have almost reduced the number of results by more than half, from 67 million to 31 million.

The filter we just added will appear on the upper left side of the page. We can remove it at any time by clicking on the

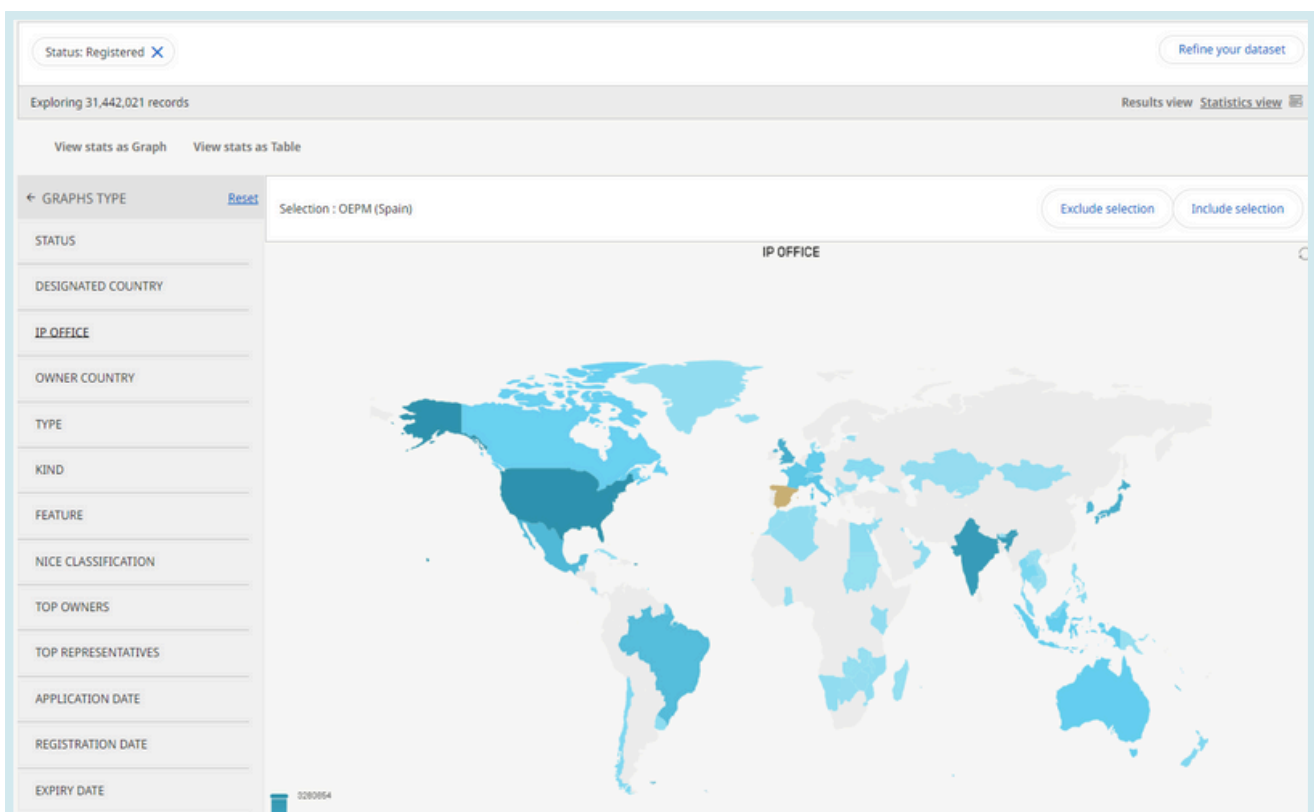


# EXPLORE TAB

## PRACTICAL EXAMPLE



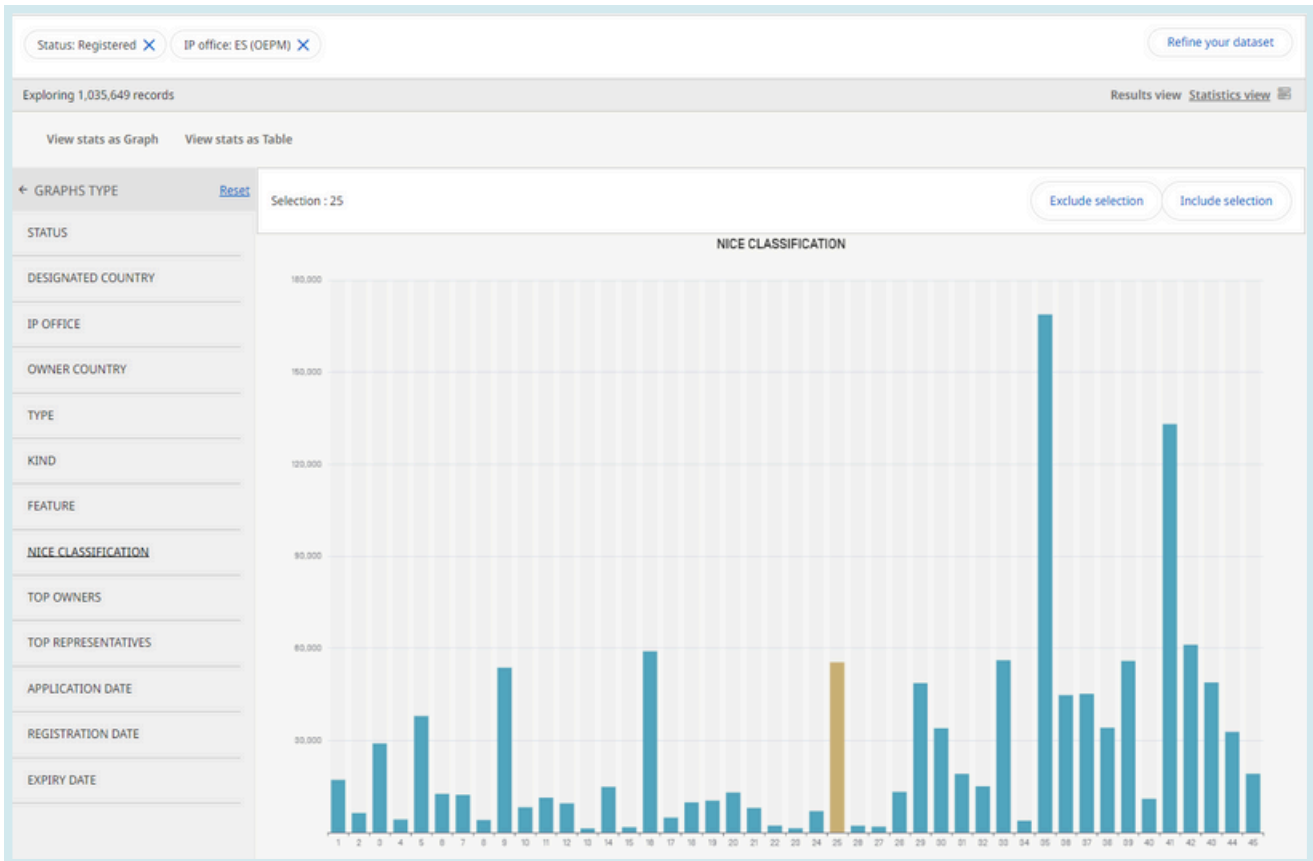
For our next filter, we will add the Spanish IP Office by clicking on the country in the map and selecting *Include selection*.



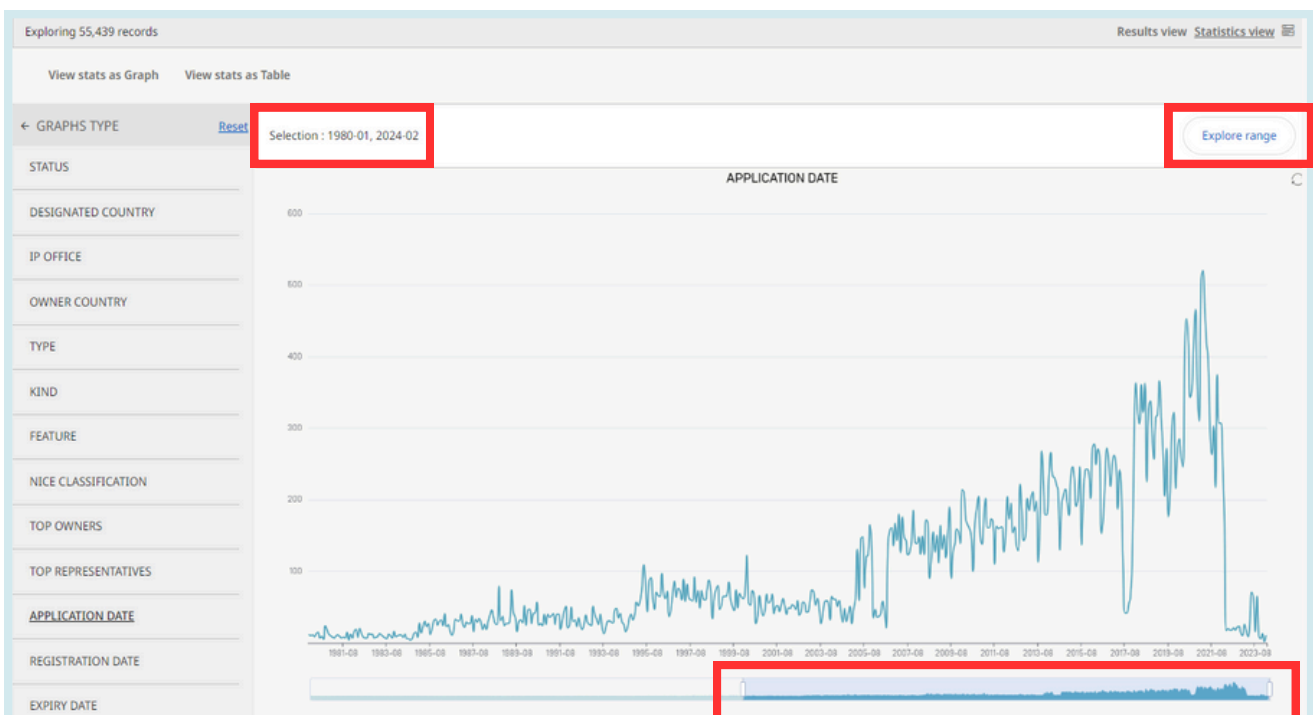
# EXPLORE TAB

## PRACTICAL EXAMPLE

Since we are looking at trademarks for clothing, we will add class 25 of the Nice Classification as a filter. We just select the corresponding bar and include it.



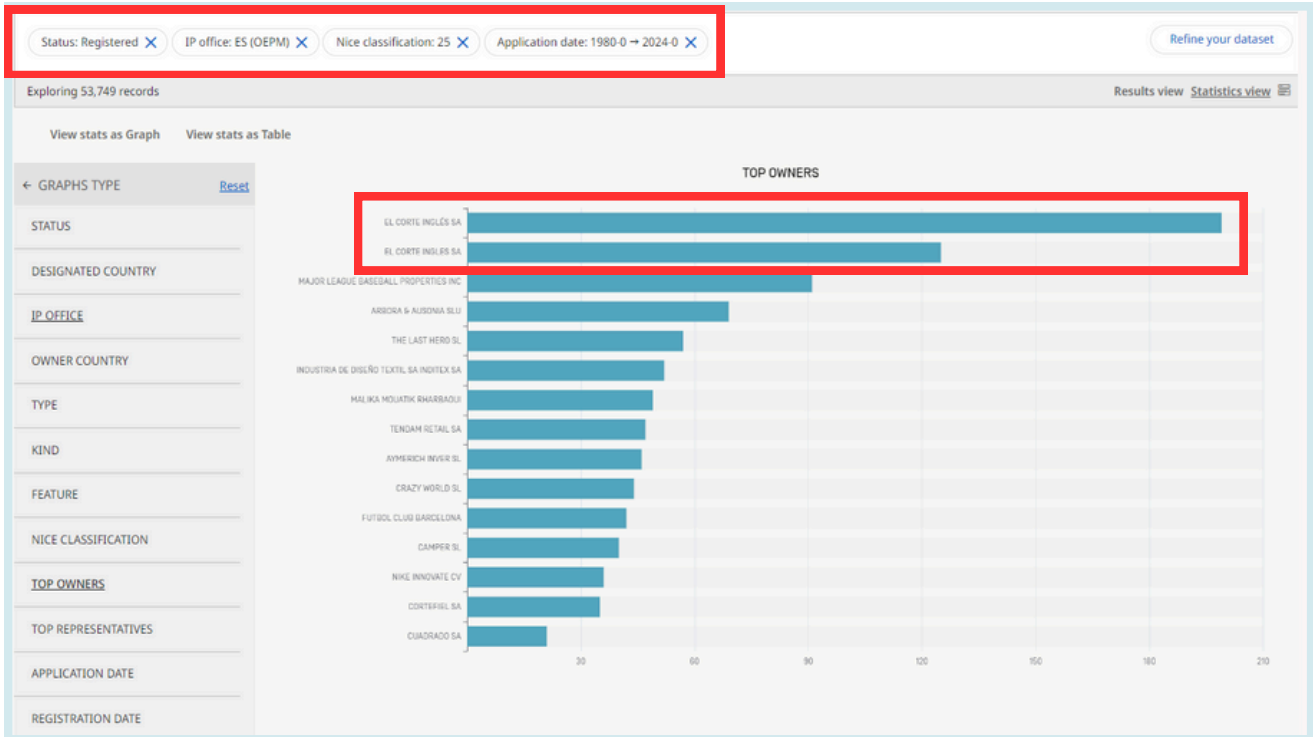
To have only trademarks starting from 1980, we move the left bar under the chart to reduce the timeline, until the selection says 1980-01, 2024-02. To confirm our selection, click on *Explore range*.



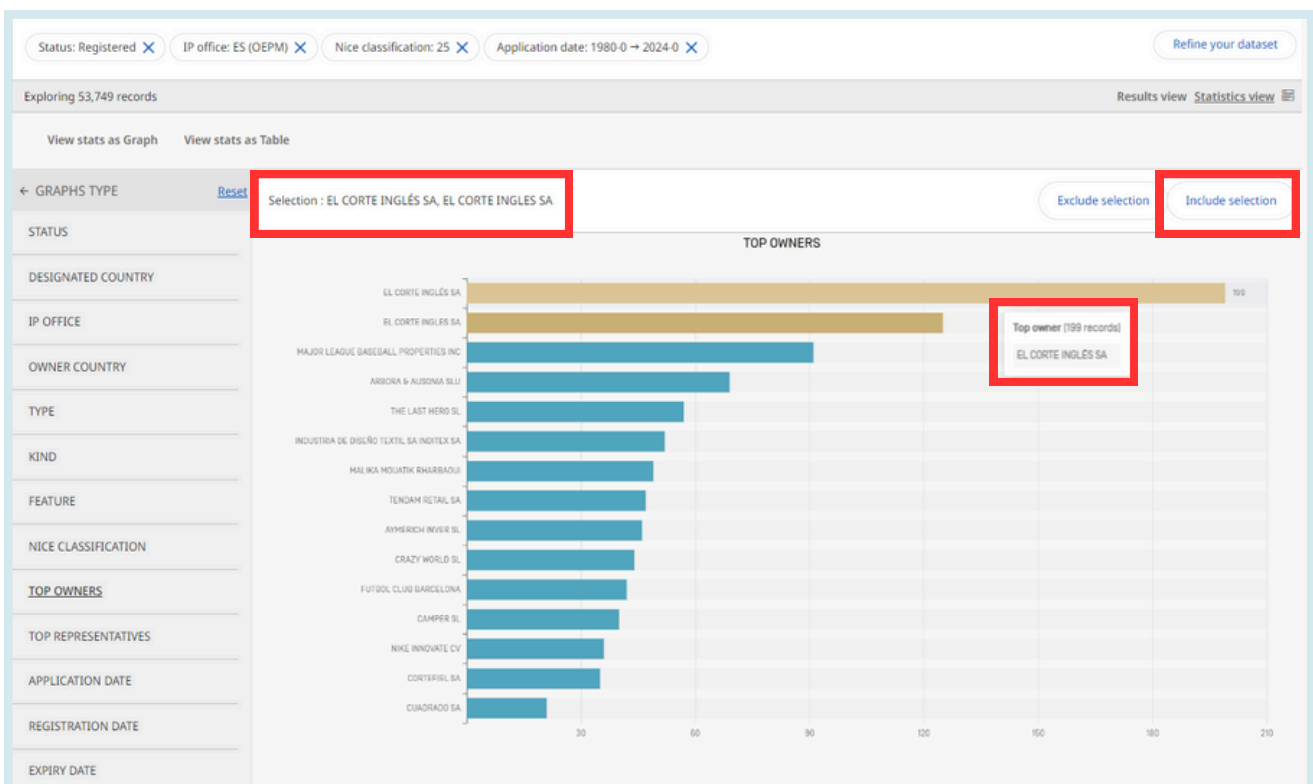
# EXPLORE TAB

## PRACTICAL EXAMPLE

Now that we have selected our filters, which can be seen over the chart, we can move to the TOP OWNERS chart. This chart is showing data already taking into account the filters we have applied. Every time we add a new filter, all of the charts are consequently modified.



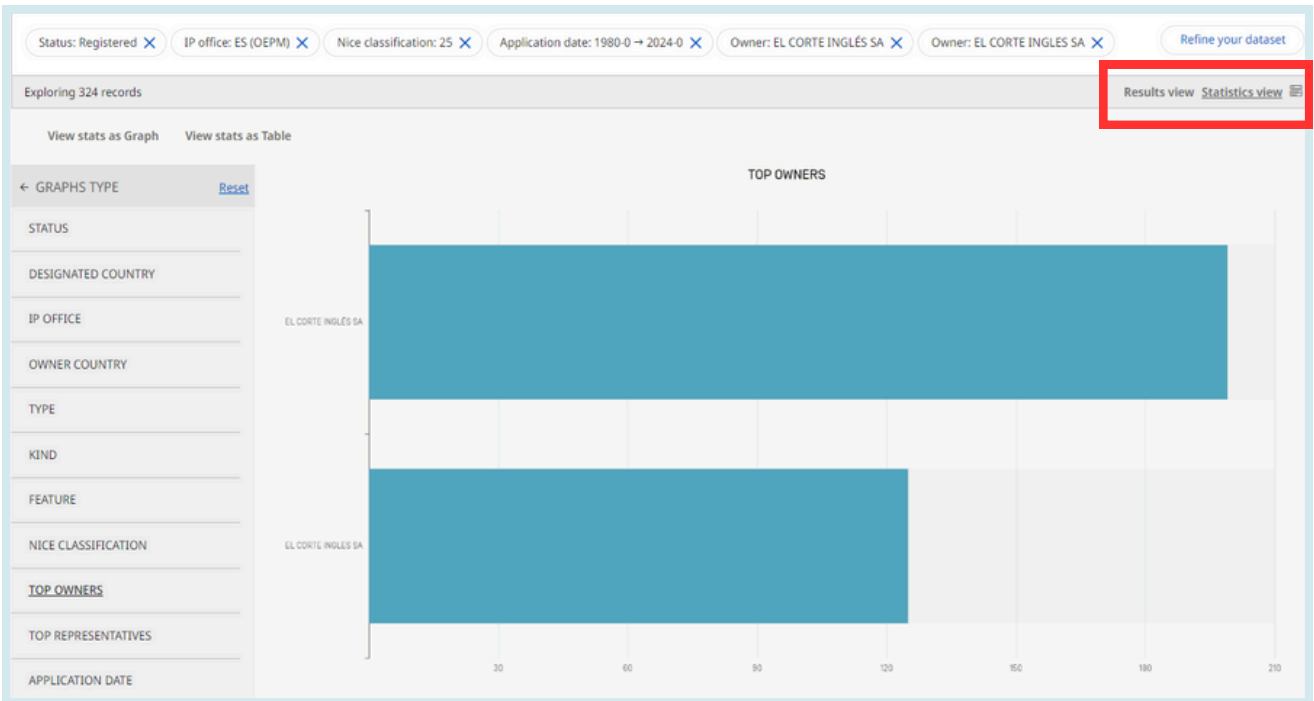
Now we know who the top owners are for our search. Note that in this case, the two first results have the same name with a small accent variations: EL CORTE INGLES SA and EL CORTE INGLÉS SA. This can happen and is likely due to differences when the owner was recorded. Therefore, to see the record, we will select both names and click on *Include selection*. Hovering over the bars will display the exact number of records.



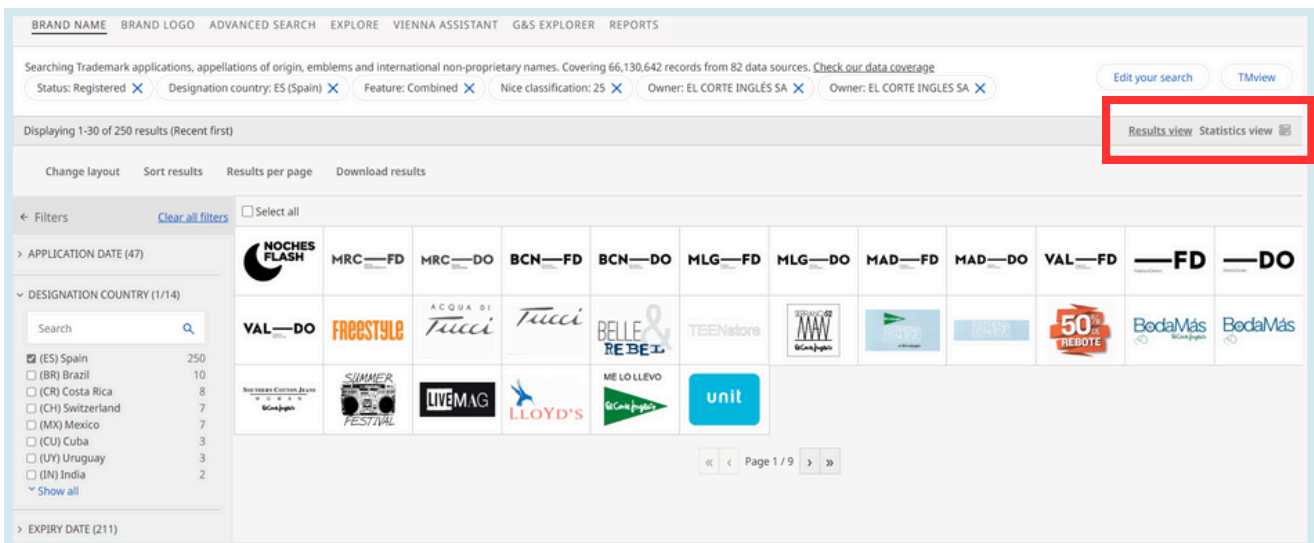
# EXPLORE TAB

## PRACTICAL EXAMPLE

Now we have included the owner as a filter, we will be able to change the view to see the trademark records by selecting *Results view*.



The site will redirect you to the *Brand Name* page. You can then browse the records, remove filters or add extra filters. To go back to the *Explore* tab, select *Statistics view*.



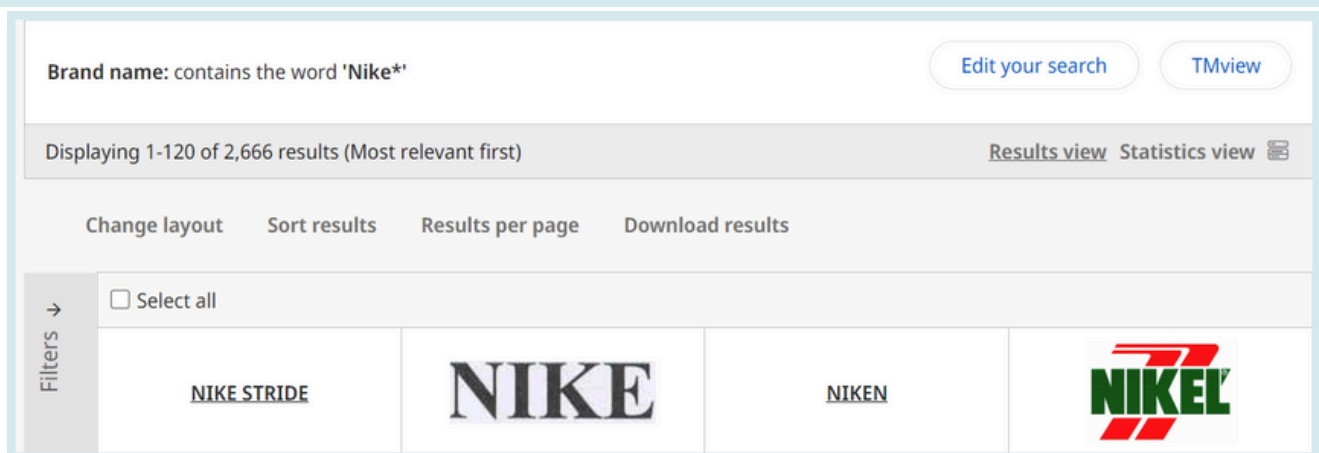
# WILDCARDS & SPECIAL CHARACTERS

## WILDCARDS

The following uses of wildcards are supported in the Global Brand Database:

**\*** = Replaces any character any number of times

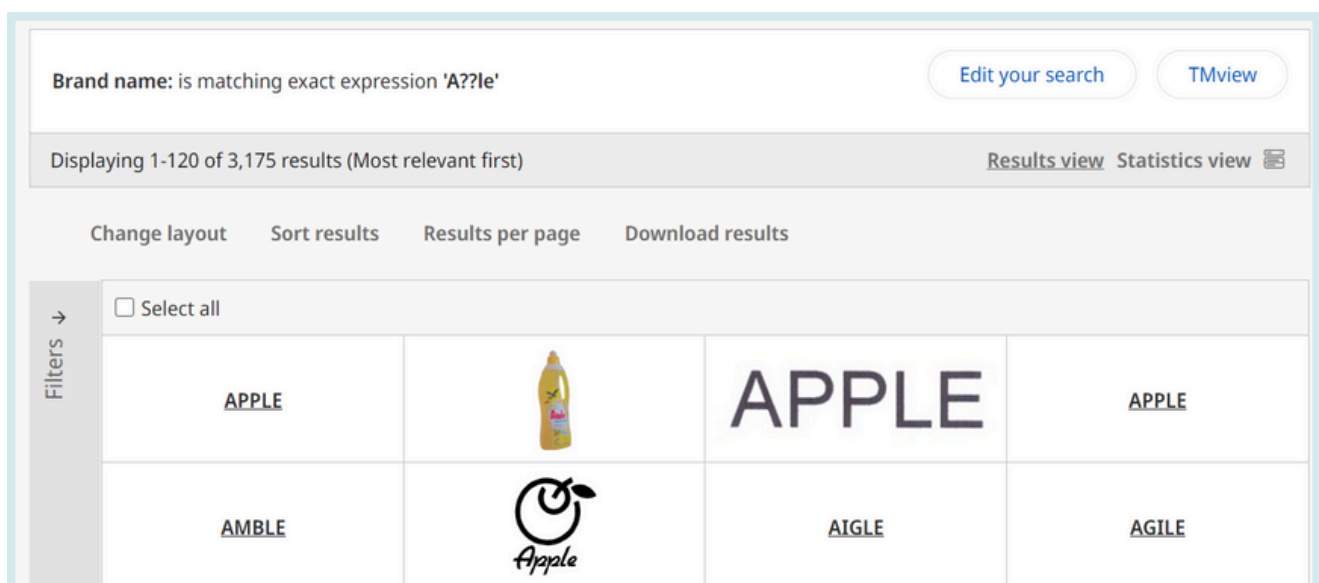
- Nike\* = Niken, Nikel, Nike Stride
- Starbuck\* = starbucks, starbucks coffee, starbucks via
- Apple\* = apple promotion, apple lightning, applewoods



**?** = Replaces any character exactly one single time. Several can be used

- Adid?s = adidas
- A??le = apple, amble, antle, aigle, agile

Two wildcards max per field are supported.



# WILDCARDS & SPECIAL CHARACTERS

## SPECIAL CHARACTERS

\ = Backslash indicates space between words, can be combined with wildcards

- When placed before a special character(\*, ?), it will ensure that that character is present in the trademarks retrieved and in the position specified.
- When searches include a special characters but space still has to be indicated, use the \ before the intended space: for example: green\ park\*

Ex: Searching for "red\*green\ blue" will match brands starting with "red," followed by any characters, then "green," and ending with "blue". Always use this with *Match exact expression*.

Brand name: is matching exact expression 'red\*green\ blue' [Edit your search](#) [TMview](#)

Displaying 1-7 of 7 results (Most relevant first) [Results view](#) [Statistics view](#)

[Change layout](#) [Sort results](#) [Results per page](#) [Download results](#)

Filters → <input type="checkbox"/> Select all			
	<a href="#">RED GREEN BLUE</a>		
	<a href="#">RED GREEN BLUE</a>	<a href="#">RED GREEN BLUE</a>	

## SPACE

With special characters in the search (\) = OR

No special characters = Exact search

Example:

A search for 'Red\*green blue' will return brands starting with red and ending with green OR brands called just 'blue'.

A search for 'Red green blue' will only return results that contain these three terms.

# BOOLEAN OPERATORS

**NOT** and **AND** are supported.

**NOT:** Brand names matching the expression after NOT would be excluded from the results.

**AND:** Only brand names matching the expression before and after the "AND" would be included in the results.

Example:

“Red green **NOT** blue” will only return results containing “Red green” and exclude all results containing Blue

“Red green **AND** blue” will return results containing both “Red green” and “blue”

Brand name: contains the word 'red green NOT blue' Edit your search TMview

Displaying 1-120 of 187,371 results (Most relevant first) Results view Statistics view

Change layout Sort results Results per page Download results

Filters →  Select all





<b>RED//GREEN</b> <input checked="" type="checkbox"/>	<u>RED//GREEN</u>	<u>RED//GREEN</u>	<u>RED//GREEN</u>
<u>RED//GREEN</u>	<u>RED//GREEN</u>	<u>RED//GREEN</u>	<u>RED//GREEN</u>

Brand name: contains the word 'red green AND blue' Edit your search TMview

Displaying 1-120 of 933 results (Most relevant first) Results view Statistics view

Change layout Sort results Results per page Download results

Filters →  Select all

<u>BLUE + RED = GREEN</u>	<u>RED GREEN BLUE</u>	<u>RED GREEN BLUE</u>	 GREEN BLUE RED
	<u>BLUE GREEN RED</u>		

# RESULTS PAGE SETTINGS

When visualizing the results list, there are several settings we can adjust according to preferences.

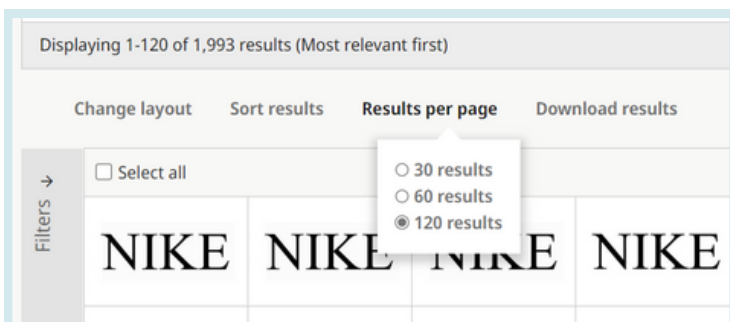
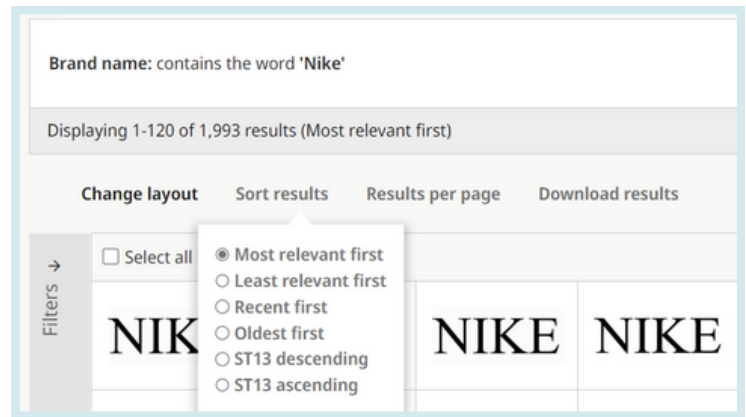


### Layout:

- List: Will display results in rows.
- Grid: Will display results in squares and add basic TM information.
- Gallery: Will display only the name or logo. Hover over to find more information.

### Sort results:

- By most or least relevant considering the search strategy.
- By most recent or oldest application date.
- Ranked according to the alphabetical order of the ST.13 identifier of the results. ST.13 is a WIPO recommended standard for the identification of applications by IP offices

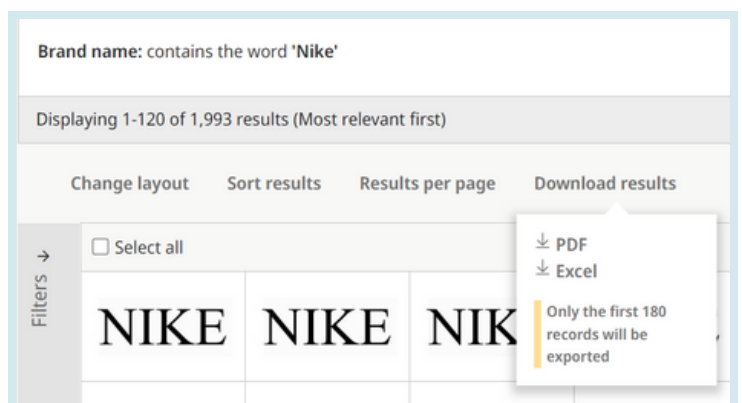


### Results per page:

To modify the number of results displayed in each page to 30, 60, or 120 results.

### Download results:

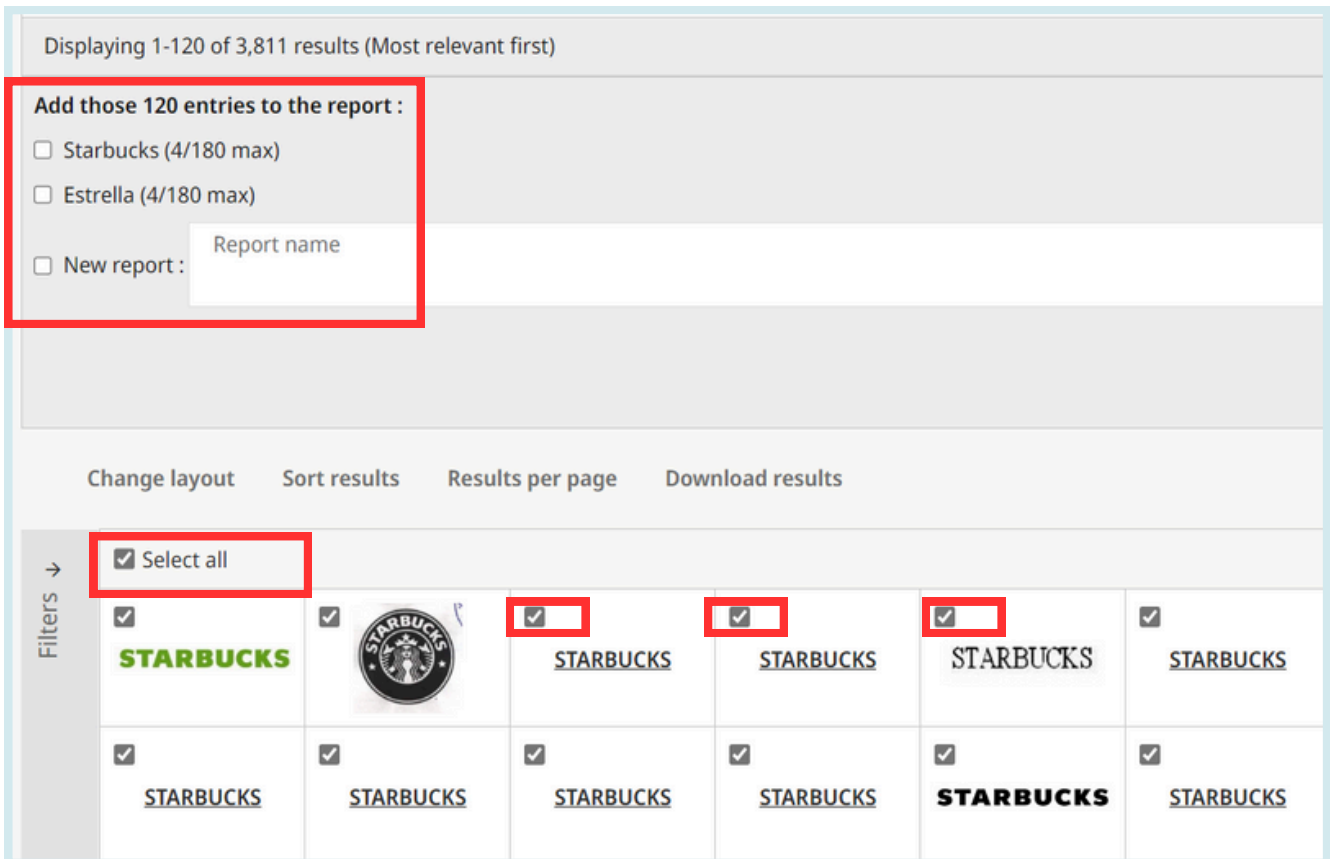
You can download the first 180 records in PDF or Excel format.



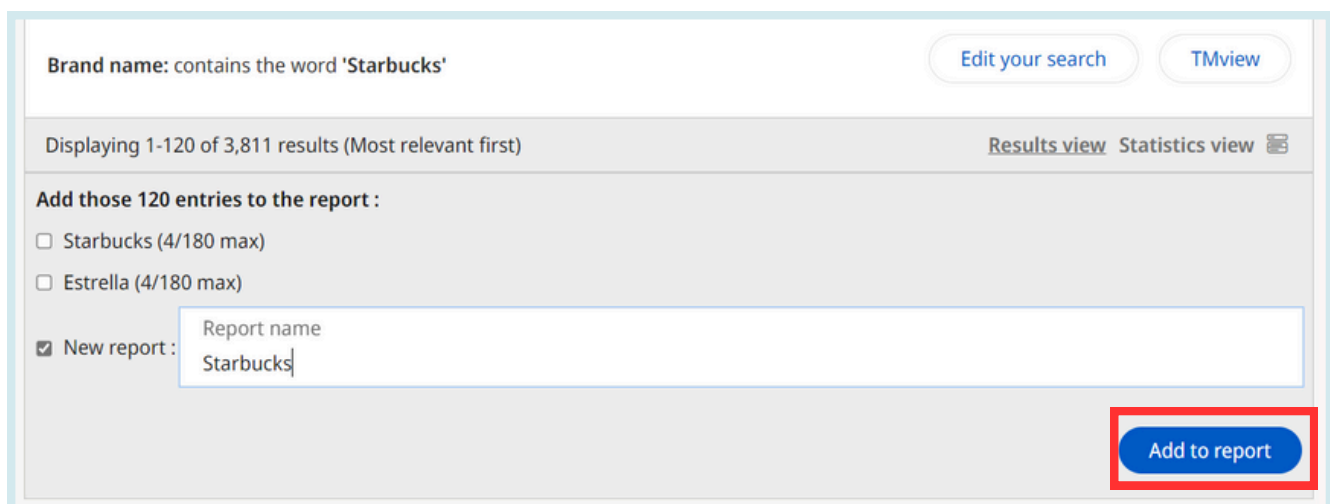
# REPORTS

## CREATING REPORTS

In order to create a report, at least one trademark needs to be selected. After conducting a search, in the results list, select up to 180 results by clicking on the checkbox next to the name or simply on *Select All*. A box will appear over the results to let you either create a *New report* with a new name or add the entries to a previously created report.

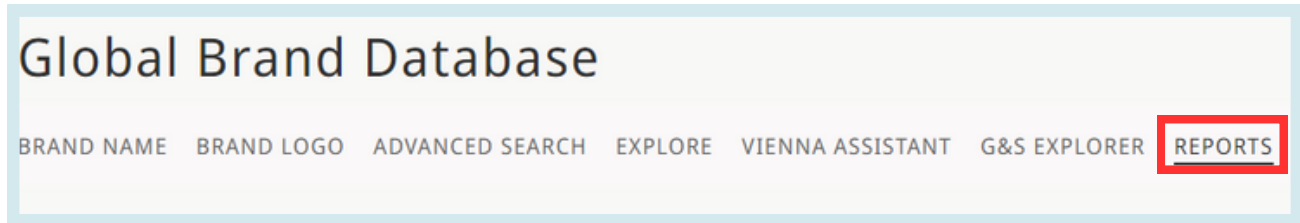


Once you have made your selection, click on *Add to report* to save the records.

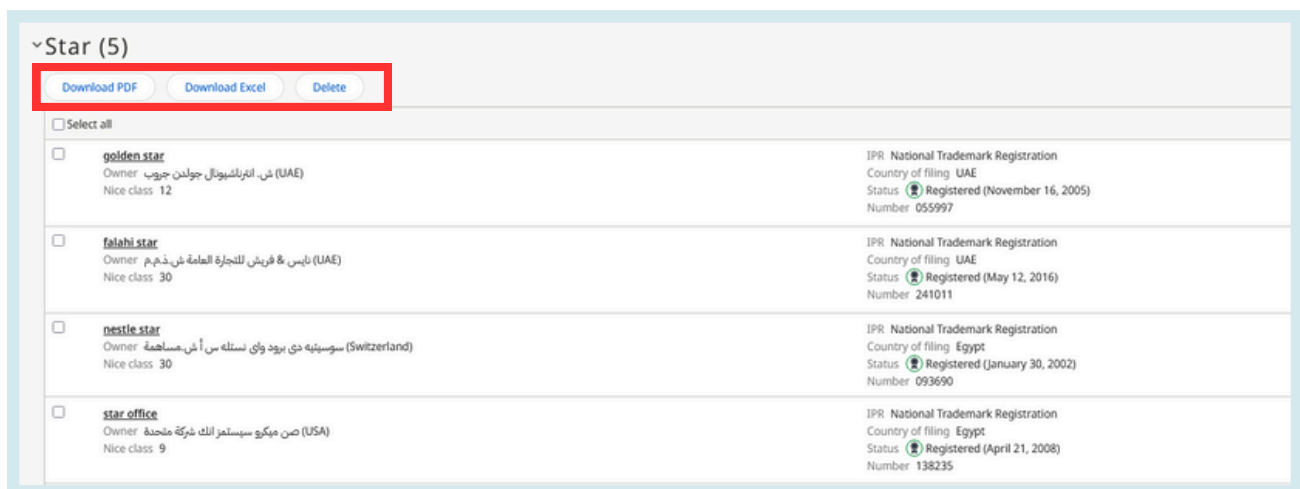


# REPORTS

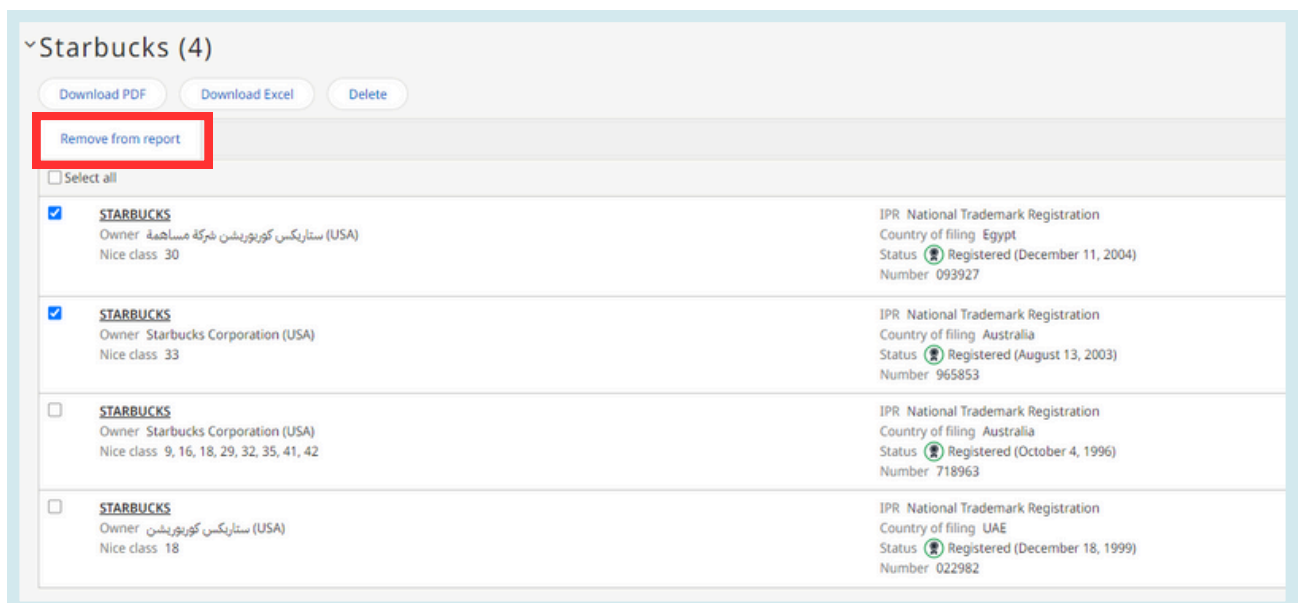
## MANAGING REPORTS



You can find your saved reports under the tab *Reports*. The saved report will allow you to access the saved trademarks, download the results as PDF or Excel, or delete the report.



Within a saved report, you can select one or more trademarks and remove this selection.



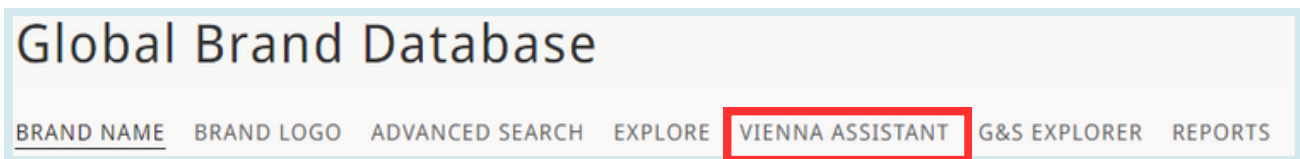
To make sure you can find your reports anytime, create a WIPO Account and log in before saving the report.

# VIENNA CLASSIFICATION ASSISTANT

## WHAT IS IT?

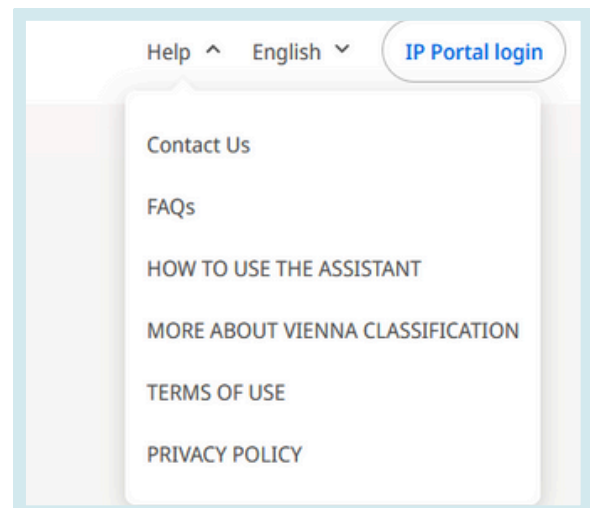
Developed by WIPO, the *Vienna Classification Assistant* is an artificial intelligence (AI) based tool to help users classify trademark images according to the Vienna Classification. Manually selection the correct classification can be quite a complex task as there are 1700 sections, split into 29 main categories and 145 divisions.

This tool is completely free of use and can be accessed from the Global Brand Database tabs.



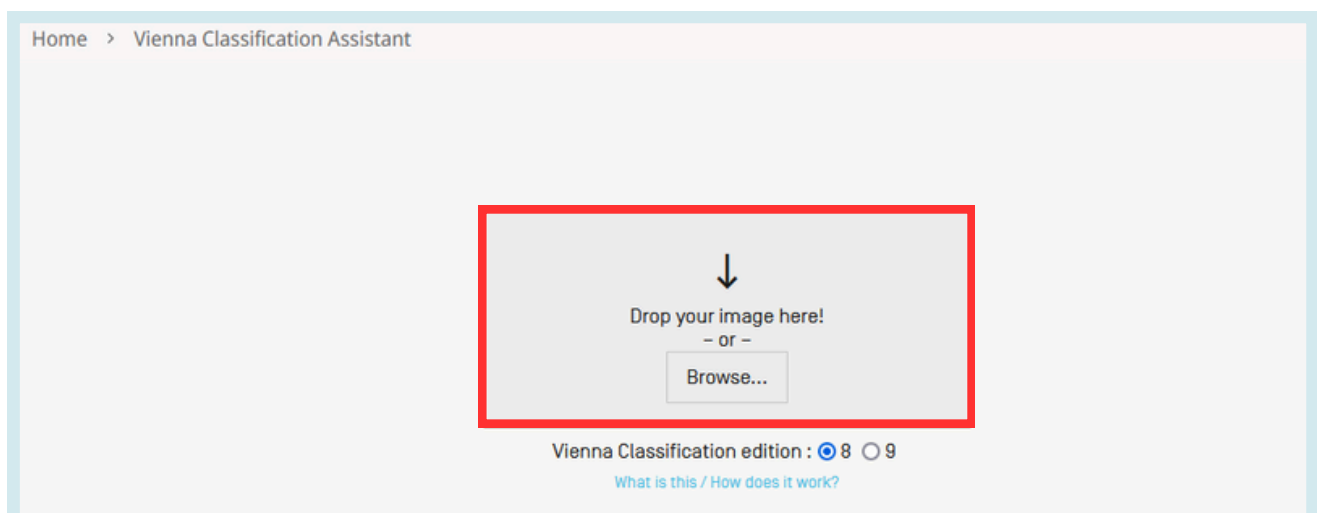
The tool is available in English, French, German and Spanish, and language can be switched in the upper right side of the page.

Other resources can be found under the *Help* tab on the upper right side of the page, including video tutorials in *How to use the assistant*



## HOW TO USE IT

To begin, drop your trademark image or logo, or browse it in your computer so the tool can analyze it.



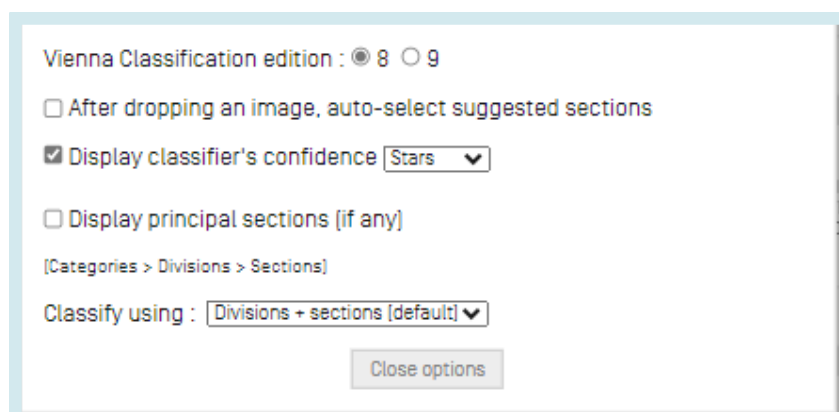
# VIENNA CLASSIFICATION ASSISTANT

## HOW TO USE IT

Your image will be loaded and the 29 main categories of the classification will appear on the right side. If your image is not cropped correctly or you would like to upload a new one, you can select *Edit/crop...* or *Clear*.



1. *Edit/crop* or *Clear* the image you uploaded. Editing will allow you to shape the logo better or eliminate some items in it.
2. Categories in blue indicate the tool has selected them as relevant. The number of stars indicate the degree of confidence, from one (low) to five stars (high).
3. Category in blue and with characters in bold indicate it is the most relevant category associated to the image.
4. *Quick add...* allows you to manually add a category searching by text or number.
5. *Select suggested sections* will automatically add all suggested sections into a table.
6. *Options* will let you change the Vienna Classification version and way the tool looks (see below).



# VIENNA CLASSIFICATION ASSISTANT

To browse and manually select classes within a category, simply click on the box and the recommended classes will appear, sorted by confidence. You can click on any of the classes to add them to the selection. Press *Back* to return to the main page.

Home > Vienna Classification Assistant

celestee.PNG

Star

Edit/crop... Clear

Options

Quick add...

Selected

CLASSIFICATION	DESCRIPTION
27.5	LETTERS PRESENTING A SPECIAL FORM OF WRITING
27.5.1	Letters presenting a special form of writing

(Rows can be rearranged before export, try dragging them)

Export as CSV Copy to clipboard Clear selected list

Back Etc.

## 27 - FORMS OF WRITING, NUMERALS

CLASSIFICATION	DESCRIPTION	CONFIDENCE
✓ 27.5	<b>LETTERS PRESENTING A SPECIAL FORM OF WRITING</b> <i>Suggested</i> Note : Includes both one or more letters and a series of letters forming a word.	★★★★
✓ 27.5.1	<b>Letters presenting a special form of writing</b> <i>Suggested</i>	★★★
27.5.13	Letters in the form of a signature, illegible signatures <i>Suggested</i>	★★★
27.5.5	Letters containing written or typographical matter	★★
27.5.2	Letters written in double outline	*
27.7	NUMERALS PRESENTING A SPECIAL FORM OF WRITING	*
27.5.3	Letters in relief or shaded	*
27.5.22	Monograms formed of intertwined, overlapping or otherwise combined letters	*
27.5.25	Letters presenting some other special form of writing	*
27.5.10	Series of letters in different dimensions	*
27.3	LETTERS OR NUMERALS REPRESENTING A HUMAN BEING, AN ANIMAL, A PLANT, A HEAVENLY BODY, A NATURAL PHENOMENON OR AN OBJECT Note : Includes also punctuation marks representing a human being, an animal, a plant, a heavenly body, a natural phenomenon or an object. Note : Includes both a single letter, a single numeral or a single punctuation mark and a group of letters, a group of numerals or a group of punctuation marks representing a human being, an animal, a plant, a heavenly body, a natural phenomenon or an object.	*
27.5.7	Letters surmounted by a sign of disproportionate size	*
27.1	LETTERS OR NUMERALS FORMING GEOMETRICAL FIGURES, WRITTEN OR TYPOGRAPHICAL MATTER IN PERSPECTIVE Note : Includes both a single letter or a single numeral and a group of letters or a group of numerals.	*
27.5.4	Letters embellished or decorated with a drawing or composed of a collection of drawings	*

Once you have selected all the classes you wanted, you can export the selection as CSV, copy the selection to clipboard to paste it in another document, or clear the selection.

Home > Vienna Classification Assistant

celestee.PNG

Star

Edit/crop... Clear

Options

Quick add...

Selected

CLASSIFICATION	DESCRIPTION
27.5	LETTERS PRESENTING A SPECIAL FORM OF WRITING
27.5.1	Letters presenting a special form of writing
1.1	STARS, COMETS
29.1	COLOURS

(Rows can be rearranged before export, try dragging them)

Export as CSV Copy to clipboard Clear selected list

Grid of categories:

- 1 CELESTIAL BODIES, NATURAL PHENOMENA, GEOGRAPHICAL MAPS
- 2 HUMAN BEINGS
- 3 ANIMALS
- 4 SUPERNATURAL, FABULOUS, FANTASTIC OR UNIDENTIFIABLE...
- 5 PLANTS
- 6 LANDSCAPES
- 7 CONSTRUCTIONS, STRUCTURES FOR ADVERTISEMENTS...
- 8 FOODSTUFFS
- 9 TEXTILES, CLOTHING, SEWING ACCESSORIES, HEADWEAR, FOOTWEAR
- 10 TOBACCO, SHAGS, SMOKERS' REQUISITES, MATCHES, TRAVEL GOODS, FANS...
- 11 HOUSEHOLD UTENSILS
- 12 FURNITURE, SANITARY INSTALLATIONS
- 13 LIGHTING, WIRELESS VALVES, HEATING, COOKING OR...
- 14 IRONWORKERY, TOOLS, LADDERS
- 15 MACHINERY, MOTORS, ENGINES
- 16 TELECOMMUNICATIONS, SOUND RECORDING OR REPRODUCTION...
- 17 HOROLOGICAL INSTRUMENTS, JEWELRY, WEIGHTS AND...
- 18 TRANSPORT, EQUIPMENT FOR ANIMALS
- 19 CONTAINERS AND PACKING, REPRESENTATIONS OF...
- 20 WRITING, DRAWING OR PRINTING MATERIALS, OFFICE REQUISITES...
- 21 GAMES, TOYS, SPORTING ARTICLES, ROUNDABOUTS
- 22 MUSICAL INSTRUMENTS AND THEIR ACCESSORIES, MUSIC...
- 23 ARMS, AMMUNITION, ARMOUR
- 24 HERALDRY, COINS, EMBLEMS, SYMBOLS
- 25 ORNAMENTAL, MOTIFS, SURFACES OR BACKGROUNDS WITH...
- 26 GEOMETRICAL FIGURES AND SOLIDS
- 27 FORMS OF WRITING, NUMERALS
- 28 INSCRIPTIONS IN VARIOUS CHARACTERS
- 29 COLOURS

# GLOBAL G&S TERMS EXPLORER

## WHAT IS IT?

The Global G&S Terms Explorer is a tool designed to assist trademark applicants when selecting appropriate Goods and Services terms and their associated Nice classes during the filing process.

The tool runs on statistics computed from 18 major trademark collections included in the GBD and shows in one graph if the term was accepted in the past, in how many trademarks and in which offices. A drop in the usage of the term indicates a change in the acceptance policy of the office. The terms recommended by the tool were accepted in at least 30 different trademarks over the last 10 years.

You can find a dedicated User's Guide for the explorer here: <https://gs-terms-explorer.branddb.wipo.int/assets/doc.pdf>