

SERVICE

**SMD IP Searching & Monitoring**

- Longterm experience
- High-profile reports
- First-class support

# SMD IP Searching & Monitoring

Searching and monitoring of intellectual property rights has been our core business since 1949. Throughout this long-term practice, we have constantly improved our search techniques to ensure the excellent quality of our worldwide services.

## We rely on the latest official data from local patent and trademark offices.

Part of the data is specially prepared, e.g. encoded or classified, by us in order to increase the quality of the results. The search algorithms we use have been tested over many years and are continuously being optimised. After an initial computer search, the results are processed further by our specially trained and experienced staff. The search hits undergo multiple selection stages. In this way, we can ensure the outstanding quality of our results.

## We are known for our customised and flexible customer support.

We are happy to provide you with services suited to your needs.

- Reliable reporting of relevant IP rights
- Convenient layout of reports
- Outstanding personal support
- User-friendly applications
- Short response times



Trust in our global searching and monitoring services to ease your daily work.

### Searching

- Specialised in similarity searches
- Mature search facilities
- Extensive know-how
- Local partners for best local expertise
- Careful selection of relevant signs
- Tailored services and layout on request

### Monitoring

- Customised monitoring strategies
- High relevance of watch notices
- Reliable reporting in regular intervals
- Software to view and process watch notices
- Competitive pricing
- Further innovative services and add-ons



**PERSONAL, EXPERIENCED, RELIABLE.**

**We search and monitor all types of intellectual property rights such as trademarks, company names, domains, industrial designs, patents, utility models, titles and slogans.**

## **SMD search services**

In addition to identical and similarity searches of outstanding quality, we offer a range of useful supplementary and preliminary searches.

### **Knock-out and screening searches**

For efficient trademark clearing, especially in large naming projects, we recommend a step-by-step selection of relevant marks. We offer a range of searches as a first step to reduce a long list of potential names to a short list, for example, Identical Check and Smart Knock-out. In further steps, the short-listed trademarks should be analysed in more detail by means of availability searches.

### **In-use searches**

In non-use allegations or cancellation actions, they have become important because non-use of a mark may be a reason for having it deleted from the register. We provide in-use searches that are applicable for all areas of business, as well as searches especially suited to the pharmaceutical industry.

### **Design searches**

Through optimised sourcing, we now offer better pricing and faster turnaround times for your design searches. We've also significantly improved pricing for trademark search packages.

## **SMD monitoring services**

Our monitoring services are performed in our own databases or in those of our partner companies. With various services, we cover almost every country in the world.

### **Our monitoring embraces**

- Trademarks
- Competitors
- Company names
- Domains
- Patents and utility models
- Industrial designs

### **Domain monitoring**

We were the first to market with regard to surveillance of closely similar domain names, such as mistyped or similarly spelled names or phonetically similar names.



**Many searches can be delivered within one day on request. Please contact us.**

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### *This is what our loyal clients say:*

»» *We very much appreciate your personal commitment. We are happy that you are personally available to answer urgent queries. This is very important to us. Thank you!* ««

**Dr Morten Petersenn, Hogan Lovells**

»» *I am very satisfied with the professional in-use searches of SMD. The results are provided promptly, clearly and precisely at very reasonable rates. I can absolutely recommend them!* ««

**Julia Steinbrener, Nestlé Deutschland AG**

»» *We have been your loyal customers for similarity searches and in-use searches for many years. Your search reports are clearly structured. Hence we make use of the same structure in our client reports. It is easy for us to work with your search reports due to their high quality. Also, your searches are adapted to individual client needs rather than following rigid patterns.* ««

**Dr Christian Thomas, Kuhnen & Wacker**

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