



 **IPKey**

SOUTHEAST ASIA

# INFORMATION AND CLASSIFICATION TOOLS

**MA. CORAZON DP. MARCIAL**  
Jakarta, Indonesia | 13 August 2018

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Funded by the European Union



Directed by the European Commission, IP KEY is implemented by the European Union Intellectual Property Office (EUIPO)

# INFORMATION & CLASSIFICATION TOOLS



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# INFORMATION & CLASSIFICATION TOOLS

- **TMview**
- **ASEAN TMview**
- **TMclass**
- **ASEAN TMclass**
- **eSearch Plus**



# WHY DO WE NEED TOOLS?

- **Speed**
- **Accuracy**
- **Quality**
- **Efficiency**



## TM APPLICANTS & AGENTS

## EXAMINERS/IP OFFICE

**Accurate  
search/classification**

**Accurate  
search/classification**

**Better quality application**

**High quality examination**

**Faster processing of  
application**

**High level of  
enforceability of TM**



# INFORMATION & CLASSIFICATION TOOLS

TMview



TMclass



 eSearch plus

The EUIPO's database *access*



TMview

- 
- ✓ **Free online trademark search tool**
  - ✓ **Data from 27 EU member states, other countries, WIPO**
  - ✓ **48,929,618 million trademarks**





TMview

- 
- ✓ **National, regional, international trademarks**
  - ✓ **Multi-lingual**
  - ✓ **Updated regularly by IP Offices**
  - ✓ **Accessible 24/7**





# Before TMview

TMview

**IPO 1**

**IPO 2**

**IPO 3**

**Many IPOs**



**Search**

**Search**

**Search**

**Search**



- ✓ **Common TM platform of ASEAN Member States**
- ✓ **3,742,679 TM records**
- ✓ **9 ASEAN IP Offices, MM to join later**





- ✓ **Multi-lingual**
- ✓ **Frequency of updates depends on the IP Office**



**TMclass**

- ✓ **Search tool to classify goods and services**
- ✓ **Goods and services accepted by the participating IP Offices**
- ✓ **EU Harmonised Database**



**TMclass**

- ✓ **More than 78,000 terms**
- ✓ **37 languages (23 EU)**
- ✓ **Pre-validated terms**
- ✓ **Higher probability of acceptance of the goods and services by the IP Office**



TMclass

- ✓ **Ease**
- ✓ **Accuracy**
- ✓ **Transparency**

**Higher quality applications**  
**Faster processing of applications**






- ✓ **10 ASEAN Offices**
- ✓ **English + ASEAN languages**
- ✓ **Nice Classification**
- ✓ **ASEAN List of Goods**



# eSearch plus

The EUIPO's database *access*

- ✓ **Basic search**
  - **Trademarks**
  - **Designs**
  - **Owners**
  - **Representatives**
- 





# eSearch plus

The EUIPO's database *access*

- ✓ **Advanced search**
  - **More detailed information about TM, designs, owners, representatives**
  - **Multiple selection criteria**



# eSearch plus


The EUIPO's database *access*

- ✓ Detailed file view
- ✓ Alerts
- ✓ Image-based searches



# Image Search

English AA Sign up Login

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EUROPEAN UNION  
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## eSearch plus

The EUIPO's database access

Search trade marks, designs, owners, representatives,  
Bulletins and Office decisions in one single  
application. [Learn how](#)

Advanced search

Search

Click and adjust the rectangle  
to select the area to search  
Click here to [change](#) image(s)

Search for Trade marks  
 Search for Designs **Beta**

Powered by [TrademarkVision](#)

eSearch plus The EUIPO's database access  
Search Advanced search

Trade marks (4674) Designs (4194) Owners Representatives

4674 search result(s) in 47 page(s) in 9.776 seconds

Apple logo

Actions Generate .pdf

Select all

Apple Music	Apple logo	Apple logo	Apple Watch Edition	Apple Watch Sport	Apple Pay
Apple TV	Apple logo	Apple logo	Apple logo	Apple logo	Apple logo
Apple logo	Apple Watch Sport	Apple Watch Edition	Apple logo	Apple logo	Apple logo
Apple logo	Apple logo	Apple logo	Apple TV 4K	Apple logo	Apple iPhone
Apple logo	Apple logo	Apple logo	Apple logo	Apple logo	Apple TV





### EUTM - 016580508 - MUSIC



Type : Figurative

Application reference : 1476466-00003/TKC/TG

Status : Registered

Filing date : 10/4/2017

Nice classes : 25

Publications:

A.1 - 28/4/2017

B.1 - 9/8/2017

C.1.3 - 28/6/2018

### IR - W11293320 -



Type : Figurative

Application reference :

Status : IR accepted

Designation date : 31/1/2017

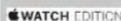
Nice classes : 43

Publications:

M.1 - 24/2/2017

M.3.1 - 25/7/2017

### IR - W01260188 - WATCH EDITION



Type : Figurative

Application reference :

Status : IR accepted

Designation date : 23/1/2015

Nice classes : 9

Publications:

M.1 - 14/8/2015

M.3.1 - 15/6/2016





# THANK YOU

 @IPKey\_EU

