

QUESTION MARKS

Newsletter

NOVEMBER 2008

WITH NEW PANACHE

FAMILIAR INFORMATION WITH A FRESH LOOK.



As you have probably already noticed, this Question Marks has something of a new look – a change that we unveil with pride since the new style is part of the merger of The Thomson Corporation with Reuters. The fact of the matter is that the redoubtable name Thomson Reuters cloaks a world brand, the combination of two major players who will henceforth be pooling their expertise and resources so as to grow into the leading source of information for businesses and professionals. In a wide-ranging interview, I explain everything about this highly promising combination and the benefits to our clients.

In this Question Marks you can read more about our updated Watch E-Services and how you can save time by online watching. We are also pleased to revisit our BRIC offering, the total package for screening, clearance and watching in Brazil, Russia, India and China. Here we concentrate on Brazil, which, after a difficult period, is experiencing an economic resurgence and has already grown into a country that offers trademark owners a host of opportunities.

Next, Jacqueline Verwerft, Third Parties Product Manager, explains how her department searches for your trademarks throughout the world – and how she creates order from a chaos of oriental dialects and innumerable local legal systems.

Read on!

Jan Broeckx, Managing Director



Jan Broeckx, Managing Director

BE SURE TO READ:

Why online watching saves you time.

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Brazil, land of many opportunities.

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Get to know Thomson Reuters.

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NEWS FROM THE UNITED KINGDOM

TRADE MARK RULES 2008 COME INTO FORCE

The United Kingdom Trade Mark Rules 2008 come into force on 1 October 2008. Under the new system, the opposition period is reduced from 3 months to 2. This period may actually be extended free of charge by 1 month on application. Hence the change will speed up registration of most trademark applications by a month.

Another new feature is that details of changes are no longer published in the Trade Mark Journal but instead are available on the UK Intellectual Property Office website.

THE COMPANY NAMES ADJUDICATOR

Under the Company Names Adjudicator Rules 2007, from 1 October 2008 mark owners will for the first time have the opportunity to oppose newly registered company names.

Section 69 of the Companies Act gives anyone the right to object to the registration of a company name that is identical or similar to an existing company name and that could cause confusion. This means that mark owners no longer have to have an injunction in order to take action on passing off or trademark infringement. Instead, they have to make a complaint to the Intellectual Property Office. The Company Names Adjudicator then decides whether or not use of the company name suggests a link between the company and the trademark owner.

Thomson CompuMark recently launched its Company Name Watch for the United Kingdom product. This watch lets you know immediately when a conflicting company name is registered, which means that you can quickly take action against trademark infringements, avoiding high litigation costs.

Want to know more about Thomson CompuMark company name watch?
Contact our Customer Services.

COLOPHON

Question Marks

Question Marks is the newsletter of Thomson CompuMark, meant for our clients and business partners, and is published three times a year. You can also find this newsletter on our website.

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YOUR FEEDBACK

Your feedback is highly appreciated. Please send your ideas, suggestions and comments to compumark.questionmarks@thomsonreuters.com. You can also write a guest article.

PRIVACY

If any of your details are incorrect or if you no longer wish to receive information from us, please inform us in writing at Thomson CompuMark Sint-Pietersvliet 7 2000 Antwerp, Belgium or send an e-mail to: compumark.database.be@thomsonreuters.com. To view our full privacy statement, please go to compumark.thomson.com/emea/privacy.

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SAEGIS™ UPDATE

SAEGIS EXTENDED TO BRAZIL

Brazil will henceforth be available on SAEGIS. This unique new database contains all active trademarks and logos and all inactive trademarks from the last 3 years. Besides relevant information, an English translation of the goods and services concerned is also available. The Brazilian database contains approximately 1 100 000 published trademarks.



Do you want to expand your business into this market, or would you like more information about online screening on SAEGIS? Then contact our Customer Services.

OFFICIAL PUBLICATIONS AVAILABLE ON SAEGIS

On SAEGIS you can now include full texts with the official trademark publication. With all the information from the original publication you get more insight into the trademark owner's intentions when registering. These publications also simplify and complete the possible official requirements you may need.

The official publications are available in:

Custom Search and AutoScreen: the publications are offered for most countries. You can request this free important trademark information by choosing 'add the publication to my full texts' in your General Settings.

ISS: ISS search results offer links to the official publication of most trademarks for which no Full Text is available.

Last Full Publication in Journal	12-OCT-1998 CTMB 77 Page 249	
Priority	Country: US (UNITED STATES OF AMERICA) Date: 07-MAR-1997 Number: 75253710	
History	PUBLICATION OF APPLICATION CTMB Volume 77 Page 249 Dated 12-OCT-1998 NOTIFICATION OF REGISTRATION CTMB Volume 92 Page 469 Dated 22-NOV-1999 NOTICE OF RENEWAL CTMB Volume 22 Dated 04-JUN-2007 Registered: 15-APR-2007 TOTAL TRANSFER CTMB Volume 39 Dated 06-AUG-2007 Registered: 17-APR-2007	
Publication Copy	210 900918106 220 15/04/1997 442 12/10/1998 541 791 T&T Licensing Corporation 2 MS Road Wilmington, Delaware 19807 US	SAEGIS EN - 9 - Computer & field of intellectual property on microfilm EN - 16 - Publications national reports, intellectual property EN - 25 - Documenting intellectual property EN - 41 - Education, culture and training EN - 42 - Providing intellectual property info

Official publications are now available in Custom Search, AutoScreen and ISS on SAEGIS.



WHY ONLINE WATCHING SAVES YOU TIME

Ever since 1997 Thomson CompuMark has been offering online tools to make watches easier to deal with. These years of experience have taught us that watching trademarks involves much more than simply evaluating watch notices. That is just the tip of the iceberg. When assessing your watching process, you should ideally take every aspect of it into consideration. Els Denissen, Senior Product Manager Watch, uses a theoretical model to explain how much time your company can save by working on various of its processes online.

ANALYSING WATCH NOTICES (25% OF TIME SPENT)

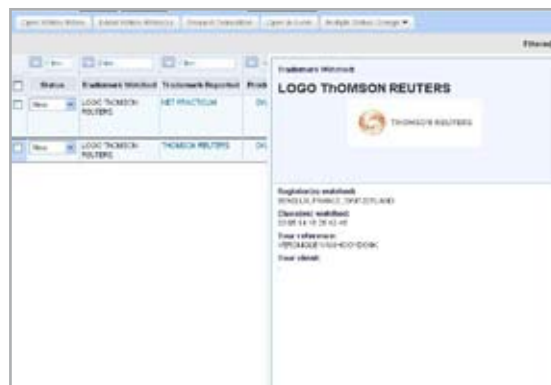
Els Denissen: "Going through watch notices is a time-consuming business. Some clients find that analysing them goes quicker on paper than in an online environment. Others see a number of major advantages in an online environment: setting status codes that are also immediately visible to colleagues, and the sorting and filtering facilities. In this model we assume that going through watch notices is actually 15% faster on paper than online."

WORKING WITH COLLEAGUES (25% OF TIME SPENT)

Els Denissen: "Often a company has several people involved in the watching process. For example, initial selection is done by someone other than the person who makes the final selection of possible conflicts. In many cases this is a manual process. By working together online, you can read other users' comments immediately and obtain the relevant information from them. It is tremendously easy to use and you get a time saving of around 20 to 40%."



Els Denissen, Senior Product Manager Watch



In an online environment you have facilities for sorting and filtering.

COMMUNICATION WITH YOUR CLIENTS (25% OF TIME SPENT)

Els Denissen: "More and more often clients expect quick, comprehensible electronic reports of potential conflicts – so some offices are obliged to convert the relevant information on paper watch notices to digital data by hand. With online watching, you have the facility to create a standard template and export it to Excel. Here, too, we assume an increase of efficiency of 20 to 40%."

ADMINISTRATION AND FILING (25% OF TIME SPENT)

Els Denissen: "Online watching keeps down the cost of managing the watch portfolio and other administrative tasks. For example, filed watch reports are always available online without physical filing space being needed. Furthermore, when you want to make a change or set-up a new watch, it happens online without any manual work. These administrative facilities and the ease of filing gives a time saving of 20 to 40%."

TOTAL TIME SAVING

Els Denissen: "Now that we have gone through the various tasks, we can use our model to calculate how much time dealing with your watch reports online can save you. Putting it another way, how much extra time you can devote to your business' core tasks. As you can see from the worked examples, the time saving obtained depends on the size of your watch portfolio. In a company with a limited watch portfolio you can save at least 2 hours a week by online watching. Over a month, this quickly adds up to 8 hours – and in a company with an extensive watch portfolio the time saved can run to 5.5 hours a week, or around 22 hours a month."

Rough estimate for a company that spends an average of **10 hours** a week watching marks.

	% of total time	Effect of online	Number of hours per week PAPER	Number of hours per week ONLINE
Processing watch notes	25%	+15%	2hr30 min	2hr50min
Working with colleagues	25%	-30%	2hr30 min	1hr 45min
Communicating with clients	25%	-30%	2hr30 min	1hr 45min
Administrative tasks and filing	25%	-30%	2hr30 min	1hr45 min
Total			10hr	8hr05min
Time saved / week				approx 2 hr
Time saved / month				approx 8 hr

WORK OUT THE TIME YOU SAVE FOR YOURSELF

The figures in these examples are taken from real cases that we have collected over the years. Obviously you can use the tool to repeat the **exercise specifically for your company** in order to determine the increase in efficiency an online tool would bring you, on compumark.thomson.com. Or else contact our Customer Services.

Rough estimate for a company that spends an average of **30 hours** a week watching marks.

	% of total time	Effect of online	Number of hours per week PAPER	Number of hours per week ONLINE
Processing watch notes	25%	+15%	7hr30min	8hr40min
Working with colleagues	25%	-30%	7hr30min	5hr15min
Communicating with clients	25%	-30%	7hr30min	5hr15min
Administrative tasks and filing	25%	-30%	7hr30min	5hr15min
Total			30hr	24h25min
Time saved / week				approx 5hr 30min
Time saved / month				approx 22hr

Thomson CompuMark's new Watch E-Services make watching online easier than ever. The new version helps you to set up a systematic watching process and detect possible conflicts – which saves you time and increases your productivity.

The new version is also the first step toward SERION™, our new integrated online environment. SERION will have all the functions you need to perform worldwide screenings, searches and watches, carry out analyses and report the results.

Find out more about SERION and the opportunities it offers at www.serioninfo.com.



FROM ABU DHABI TO ZIMBABWE

SEARCHING FOR YOUR TRADEMARKS THE WORLD OVER.

So you want to launch a trademark in Angola? In Cambodia, Dominica, Haiti, the United Kingdom or Yemen? Then Thomson CompuMark's worldwide search services can be of inestimable value. Besides their traditional line of business, Thomson CompuMark has built up an extensive network of some 250 hand-picked partners in around 200 countries. In addition to this, our Antwerp office has a team of specialists standing by to help you. They watch over the quality of your search reports and seek answers to any questions you may have.

AVOIDING THE SNAGS - SMOOTHLY

"Virtually all contacts go smoothly", says Jacqueline Verwerft, Third Parties Product Manager. "We adapt to each country, including its culture, law and technical facilities". The snags we have to avoid are varied, or so it seems. "We normally use email for contacts, but we give special thought to countries where uninterrupted electricity supplies and internet connections are not guaranteed. Thanks to our network, we can always fall back on partners in neighbouring countries. And when a new country comes into existence within another one, or when a conflict or natural disaster makes a region temporarily unreachable, our network means we remain close at hand."

INDEX CARDS

Anywhere in the world, the Third Parties team is able to appreciate how things are going, thanks to the Thomson CompuMark ISS database, a treasure chest containing every trademark published anywhere in the world since 1976. The information in the reports is compared with that in our database and enriched. How do gaps occur? "In some jurisdictions the authorities release limited information about trademarks, or the trademark files are not open to the public", explains Jacqueline Verwerft. "Then the search is out of the hands of the trademark agents and they cannot guarantee the quality of search our clients expect."

Apart from that, they still use index cards here and there. Jacqueline Verwerft: "When an index card is not there because it is being used by someone else at the time, the information becomes temporarily unavailable. Our ISS database reveals the shortfall, and we are able to offer our client the most complete information. These quality checks can also be a help to our international partners. The feedback on their search results helps them improve their own services, in turn stimulating the national trademark office to adopt a wider, more international approach." To her satisfaction, Jacqueline Verwerft is seeing government bodies and



Jacqueline Verwerft,
Third Parties Product Manager

"We are always looking for opportunities to expand so as to guarantee as full a service as possible. That is why Thomson CompuMark is your ideal partner for absolutely any trademark information in any country in the world."

private companies increasingly shifting from manual to electronic systems.

A FOG OF LAWS AND LANGUAGES

In its search reports Thomson CompuMark tries to give its clients an overview of all identical and similar trademarks as a basis for an accurate legal opinion. "We start out from the marks reported by local trademark specialists. Through the fog of laws and languages we home in on the trademarks that need reporting", explains Jacqueline Verwerft. "However, if that doesn't bring the ideal results, we make adjustments." As an example she cites the European name BRUNO MAGIARI: the importance of the surname is not appreciated everywhere in the world. Thus for a Chinese searcher the beginning of a trademark is generally most important. "We also make adjustments in countries where only (phonetically) identical trademarks are shown, since our clients expect a coherent and consistent procedure in their reports."

SINGING OFF THE SAME HYMN-SHEET

Thomson CompuMark has a dedicated 6-person team keeping a full-time watch over the quality of the products of the international network. "We do all this when screening potential partners", Jacqueline Verwerft makes it plain. "Here we prefer sound local companies with the right experience. Their quality and availability offer greater security. However, we do not rule out smaller firms as they sometimes give a faster service because of their more limited client base."

Anyhow, an exploratory discussion is followed by a phase of coaching and training. "Then we get everyone singing off the same hymn-sheet in terms of the ideal content of a report and speed of delivery." Finally there is a testing phase in which 5 to 10 searches judged to be successful can lead to a lasting partnership.

"Only then do we also use the service for our clients", says Jacqueline Verwerft.

EXPANSION

Thomson CompuMark is always looking out for opportunities to expand so as to be able to guarantee as full a service as possible. "Our clients particularly need help with reports from countries with a different script", observes Jacqueline Verwerft. "Right now searches with interpretation are available for China. In future these searches will also be extended to other Asian countries such as Hong Kong, Malaysia, Japan and South Korea. In the long term Arab countries will also be included." That is why Thomson CompuMark is your ideal partner for absolutely any trademark information in any country in the world.

"Thomson CompuMark has an extensive network of 250 selected partners in over 200 countries. A team of 6 specialists keeps a constant watch over quality."



The Third Parties Team

BRAZIL, LAND OF MANY OPPORTUNITIES

GROWING ECONOMY OFFERS OPENINGS FOR TRADEMARK OWNERS.

ECONOMIC GROWTH

Brazil is the largest South-American country by geographic area, the fifth largest country in the world and one of the largest democracies in the world. But for trademark owners seeking new markets of opportunity, Brazil is bigger than ever. Once hampered by high inflation and economic instability, Brazil today represents one of the most stable, dynamic and rapidly growing economies in the world, creating new opportunities across the industry spectrum—from energy and agriculture to consumer products. “Brazil is definitely experiencing its best economic moment, at least since the 1970s,” says Leticia Provedel, an Intellectual property attorney specializing in international trademark law (Sao Paolo, Brazil). “In the past decade, Brazil has gone from 30% inflation per month to about 5% per year. This has had a dramatic effect on consumers, significantly increasing consumer confidence and purchasing power.” Response to these developments by the global marketplace has been a major expansion in foreign investment. In 2007, that investment totaled about \$30 billion—a 28% increase over the previous year.

NUMBER OF TRADEMARKS DOUBLES

That rapid rise in economic activity has had an equally impressive effect on trademark filings. Provedel says filings with the Brazilian Patent and Trademark Office (PTO) jumped from 32 000 during all of 2006 to more than 61 000 in just the first half of 2007. Clearly, Brazil is generating tremendous market opportunities for brands. But Provedel says understanding Brazil’s unique trademark landscape is crucial for any company seeking to launch a new brand or expand an existing brand in Brazil.

SEARCH NEEDED

Because the number of registered marks is large and growing rapidly, Provedel stresses the importance of clearing trademarks prior to filing in Brazil.

“The PTO search tool in Brazil is very weak. It’s not very flexible or user-friendly,” she says, noting that the tool does not allow users to combine classes or multiple trademark words in a single search, or to refine search results. “For this reason, the largest IP law firms in Brazil often had to develop their own databases and resources.”

For those without the resources to develop their own databases, or for firms outside Brazil, Provedel says commercially available tools like Thomson CompuMark’s SAEGIS™ online screening are an attractive alternative. SAEGIS recently added a Brazil database to its complement of global screening databases.



Leticia Provedel, Intellectual property lawyer

For clients wanting to expand their business to Brazil, Russia, India or China, Thomson CompuMark provides a wide range of search services.

- Online screening in unique Chinese and Brazilian databases on SAEGIS.
- Thorough clearance for every BRIC country. Individually or in combination.
- Watch to protect your trademark in Brazil, Russia, India and China.

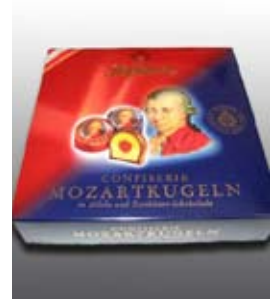


IP SNIPPETS

TRADEMARK 'MOZART' IS DESCRIPTIVE OF CHOCOLATE

A German company has tried to register the trademark 'Mozart' in class 30 'Pastry and confectionary, products made from chocolate and sweets'. However, the Swiss Chocolate manufacturer Lindt, maker of the well-known 'Mozartkugeln [Mozart balls]', is objecting.

The Court of First Instance ruled that the German-speaking public could interpret the term 'Mozart' as a reference to the specific recipe for Mozartkugel. Hence 'Mozart' is descriptive and cannot be registered for other chocolate products.



MONA'S OLYMPIC PUDDING BANNED

The Dutch dairy company Mona recently launched a special pudding to mark the Olympic Games. The Dutch Olympic Committee * Dutch Sport Federation (NOC*NSF) rapidly lodged an objection.

The NOC*NSF is the owner of the Benelux word mark 'Olympic' and considered that Mona's 'Olympic Pudding' infringed its trademark rights.

"In order to protect the value of the trademark, we have everything tied up", said Paul Holster, head of Marketing at NOC*NSF. "So you are not allowed to use 'olympic' attributively."

Mona had to stop advertising the dessert and replace the Olympic Pudding with a different one. Mona puts a new pudding on the market every month, often with a link to current affairs. For example, during the European football championship there was a 'Luchtige EK-pudding' [Lite EC pudding] and last year there was 'Spotted Jersey' pudding during the Tour de France.



LOCAL SEAT TRADEMARK PREVENTS MAGIC SEAT REGISTRATION

The Court of First Instance has turned down Honda Motor Europe's appeal for registration of the word mark 'MAGIC SEAT' as a Community Trademark.

Honda wanted to register the mark in class 12 (car accessories, car seats, etc) but Seat opposed this because of its class 12 registration in Spain.

The Court ruled that the trademarks were similar and the goods the same, and that there was a danger of confusion.



WE ARE PLEASED TO INTRODUCE: THOMSON REUTERS

April 17th, 2008 marked an exciting day in the collective histories of The Thomson Corporation in Canada and Reuters Group PLC in London. The formation of Thomson Reuters represents the world's leading source of intelligent information for businesses and professionals.



THOMSON REUTERS

Together with Jan Broeckx, Managing Director of Thomson CompuMark, we reflect on the importance of this newly formed, world-class organisation and what this means for Thomson CompuMark and its customers.

What does it mean for Thomson CompuMark to be part of Thomson Reuters?

Jan Broeckx: "Thomson Reuters is a very strong, global brand, combining the strength of Reuters in Europe and Asia with that of Thomson in North America. For Thomson CompuMark, a global company in itself, this brand strength is an important benefit in all regions where we do business.

Besides the brand, Thomson Reuters also has an impressive scope, offering a broad range of innovative products and services to clients in the Financial Services, Legal, Healthcare, Scientific, Tax & Accounting and Media industries. Individual businesses, including Thomson CompuMark, will look for opportunities to benefit from the combined scale, scope and innovation of Thomson Reuters in the future."



Jan Broeckx, Managing Director of Thomson CompuMark



What has changed for Thomson CompuMark customers since the Thomson Reuters launch was announced in April?

Jan Broeckx: "Customers will notice that we have adopted the Thomson Reuters logo and visual identity. By combining our name Thomson CompuMark with the Thomson Reuters brand identity, we make our new connection explicit to the world. Many of our customers reacted very positively on the new brand. Together with the new brand, we have also changed our e-mail addresses to @thomsonreuters.com. Unlike the brand, our product offerings or business processes did not change; customers can continue to benefit from the same services and do business with us as usual. We keep our focus on delivering the most reliable trademark information and best-in-class service, including innovative, online workflow tools that help our customers to save time and optimize their work processes."

Will there be any changes to the products and services Thomson CompuMark offers in the future?

Jan Broeckx: "All Thomson Reuters businesses, including Thomson CompuMark, are very strong in transforming data into intelligent information and delivering this to the decision makers at the right time, in the right way. Thomson Reuters has an extensive portfolio of products and solutions which are often complementary to each other. Being a content- and knowledge-driven company itself, it makes sense for Thomson CompuMark to look for opportunities to leverage assets and expertise across Thomson Reuters to expand or create new products and services.

Global knowledge sharing and product research initiatives have already been started in this area.

As an example, we are exploring whether IP industry news or other Thomson Reuters information can be integrated in Thomson CompuMark's services to deliver additional value to trademark and IP professionals."

ABOUT THOMSON REUTERS

Thomson Reuters consists of several business units, each targeting well-defined businesses and professionals with innovative products and solutions:



Information, decision support tools and services for legal, intellectual property, compliance, business and government professionals throughout the world. Major brands include: Thomson CompuMark, Westlaw, Elite, FindLaw, Sweet & Maxwell.



Information, decision support tools and software applications for tax and accounting professionals. Major brands include: Checkpoint, CS Professional Suite, PPC.



Information and decision support tools for researchers, scientists and information professionals. Major brands include: Thomson Pharma, Web of Science, ISI Web of Knowledge, Thomson Innovation and IP Management Solutions such as portfolio management and patent and trademark renewal services.



Information and decision support tools to help professionals across the healthcare industry improve clinical and business performance.



Information solutions for financial professionals and corporate officers. Major brands include: TradeWeb, Reuters Trader, Thomson ONE, Lipper, Reuters News.



Global information and news services to the world's newspapers, websites, television networks, radio stations, as well as direct to business professionals. Reuters.com is one of the best known solutions in this area.

THOMSON REUTERS AT A GLANCE

- 2007 pro forma revenues from continuing operations: US \$12.4 billion.
- Approximately 50 000 employees in 93 countries.
- Lead by Chief Executive Officer Thomas H. Glocer
- Headquartered in New York, USA
- Thomson Reuters shares are listed in New York (NYSE: TRI); Toronto (TSX: TRI); London (LSE: TRIL); and Nasdaq (NASDAQ: TRIN)

More information on Thomson Reuters can be obtained from thomsonreuters.com.

NEW EMAIL ADDRESSES

Please update your systems to ensure delivery of reports and e-mail messages from Thomson CompuMark.

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 compumark.nordic@thomsonreuters.com

Our URL remains unchanged:
compumark.thomson.com

QUIZ

TRADEMARKS IN BRIEF

The trademarks below are all abbreviations. What do they stand for? Write the answer after the trademark and win a pleasant surprise.

SAAB:

IBM:

BBC:

AEG:

C&A:

FIAT:

SEAT:

OXFAM:

SOLUTION TO THE LAST QUIZ

Last time, if you put the trademarks against the right country, you got the following combinations:

- 1 = e Zara – Spain
- 2 = a Oilily – Netherlands
- 3 = g Burger King – USA
- 4 = d Kenzo – Japan
- 5 = f Benetton – Italy
- 6 = b Swarovski - Austria

The following five readers will be receiving their surprise shortly:

- Mr. Tapio Blanc – F. Hoffmann – La Roche AG – Austria
- Mr. Stefan Wenden – Moll Wenden Advokatbyra – Sweden
- Mrs. Camelia Ispas – Schwabe, Sandmair & Marx – Germany
- Mrs. Karin Timmer – Onel Trademarks – Netherlands
- Mrs. Silvia Biancalani – Notarbartolo & Gervasi SPA – Italy

Email your solution to compumark.questionmarks@thomsonreuters.com or fax it to +32 3 220 73 90

Mrs Mr

Name: _____

Company: _____

Address: _____

Country: _____