

QUESTION MARKS

Newsletter

JUNE 2009

ON THE RIGHT TRACK THOMSON COMPUMARK LOOKS AHEAD



The global financial crisis can also be felt in our industry. Although not everywhere, in a lot of countries, the number of trademark registrations has decreased – you will find the figures in this issue. But every disadvantage has its advantages. After all, we do not allow things to get on top of us. As experienced trademark specialists, we know exactly what to do today: to stress our strengths, to innovate, and to develop quality products that you and your customers benefit from. SERION™, the new online environment for trademarks is such a strength, which we will continue to develop in the future.

Furthermore there is our new In Use Express Scan, which allows us to quickly and efficiently check whether an owner is actively using his trademark. In addition, there is the improved online solution for watching, which makes processing your watch results even more efficient. In brief, if standing still means reversing, then moving means progressing – and we are already on the right track.

I wish you a lot of reading pleasure.

Jan Broeckx, Managing Director



Jan Broeckx, Managing Director

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NEW STEP IN TRADEMARK REGISTRATION SPAIN APPROVED SINGAPORE TREATY

Spain has approved the Singapore Treaty on Brand Rights. This treaty came into effect on 16 March 2009, and is applicable in Spain since 18 May. It opens the way for the trademark industry to register and manage trademarks in a cost-saving and efficient way.

MODERN PROCEDURES

The Singapore Treaty is a new international agreement that set the standards for administrative trademark registration procedures. It complements the Trademark Law Treaty (TLT), but does not replace this treaty. The Singapore Treaty aims to encourage more national trademark firms to use modern communication technology.

ELEVEN JURISDICTIONS

In order for the treaty to come into effect, at least ten states or countries had to approve it. Since the approval by Australia on 16 December 2008, this is the case. Spain's approval brings the number of jurisdictions that have signed the treaty to eleven.

The following countries have signed the Singapore Treaty:

- Singapore: ratification - 26 March 2007
- Switzerland: ratification - 6 July 2007
- Bulgaria: accession - 21 January 2008
- Romania: ratification - 25 March 2008
- Denmark: ratification - 24 June 2008
- Latvia: ratification - 9 September 2008
- Kyrgyzstan: ratification - 12 September 2008
- United States: ratification - 1 October 2008
- Moldavia: ratification - 16 December 2008
- Australia: ratification - 16 December 2008
- Spain: ratification - 18 February 2009

COLOPHON

QUESTION MARKS

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PUBLISHER

Thomson CompuMark
Sint-Pietersvliet 7
2000 Antwerp, Belgium
Tel + 32 3 220 72 11
Fax + 32 3 220 73 90
compumark.thomson.com

EDITOR IN CHIEF

Tine Van Beirendonck

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

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NEW PRODUCT IN USE EXPRESS SCAN

Special situations often require fast and reliable answers. With the In Use Express Scan, you can confirm with your customer within 48 hours whether an owner is actively using his trademark.

The report consists of just one page. In addition to a brief description of the contact with the owner, it includes the results of an in-depth scan of the relevant websites of the owner.

THOROUGH AND DISCRETE

You receive first-hand information. At the same time, you avoid possible conflicts with counterparties. Our researchers have been specially trained to gather all the essential information without raising suspicion with the current owner.

OUR TIME SPENT, YOUR TIME SAVED

Thanks to the In Use Express Scan, you gain a lot of valuable time. Because our specialists do the search, you can focus on your day-to-day activities. Our experience and the methodology guarantee the best results within the shortest time.

Contact our Customer Services for more information, or to order an In Use Express Scan.



The In Use Express Scan is available for every country within the European Area (EU+EFTA).

For Community Trademarks, the entire European Union is taken into account.

If you require in-depth search per country, ask about our standard user search.

Request a sample report via nancy.builaert@thomsonreuters.com

ONLINE IMPROVED PROCESSING OF YOUR WATCH RESULTS

Do you process your watch results online via our Watch on SERION™? If so, the recently implemented improvements with regards to content, layout and ease of use are certainly to your benefit.

IMPROVED TABLE OVERVIEW

From now on, both the Work Overview and the e-mail announcements open directly in the Table Overview. Thanks to extra and improved content, you instantly get a clear insight into your tasks.

WATCH DETAILS: MORE INFORMATION, LESS SCROLLING

The available information of your watch results is displayed in a more structured and condensed way. This means more details on one screen, which means you will have to scroll less.

In addition, the watch details include extra relevant information, such as the registration and publication number and date, the country of origin... As a result, you will have to open the included watch notice less than in the past.

SAVING TIME

Our online solution Watch on SERION™ saves you a lot of time throughout the entire watch process. Analysing and processing the watch results are an important part of that process.

You will find more details about the changes and the online solution for watching on our website compumark.thomson.com.



The available information of your watch results is displayed in a more structured and condensed way.



PRODUCT INNOVATION SERION™ OFFERS TRADEMARKS MORE POSSIBILITIES

From 22 June, via SERION, a new online environment, you will get global access to all Thomson CompuMark sources for screening, searching and watching. Will this be to your benefit? Most certainly.

EASY TO USE & TIME-SAVING

SERION simplifies the process you have to go through to clear and secure trademarks. This way, you gain time and you can concentrate optimally on your core activities. SERION offers you the right tools at every stage of the trademark lifecycle. Identifying relevant information faster, collaborating with customers and colleagues more easily, generating automatic reports based on the requirements of the end-customer... - the possibilities are endless.

EXTRA TOOLS

One of those handy SERION tools is the Analysis Tool, which helps you to process the search results into final reports. The Analysis Tool offers you numerous options to facilitate the selection. For example, the automatic marking of your own trademarks and the trademarks of the main competitors, or filtering specific results. Without leaving SERION, you can look up extra information from the internet about the trademark or the owner, and include the results in the final report. In addition, you can save report templates with SERION, so no more *copying and pasting*! Just one click and the Analysis Tool generates the report based on your

customer's requirements – in Excel, Word or PDF format.

CONTINUOUS UPDATING

SERION is an environment, which is continuously adapted to new situations and developments, as well as to the requirements of users worldwide. That is why you can expect regular updates in the future. As a result, you will always have the safest and most up-to-date solutions with regards to screening, searching and watching of trademarks.

Nico Maris, Senior Product Manager: "In the future, we want to further develop SERION. Short-term, the reporting possibilities for the Analysis Tool will become even more flexible and extensive. This means more options and the possibility for customers to determine themselves exactly which elements must be included in the final report. In addition, customers will be able to analyse an increasingly wide range of reports in the Analysis Tool. Finally, in the framework of a more efficient workflow, some templates will be easy to share between colleagues, which saves a lot of (time-consuming) administration."

In addition, we continuously invest in ease of use. As a result, SERION will further evolve into an even more intuitive tool; and in the future, more tasks will be automated in the clearing process.



Nico Maris, Senior Product Manager

"In the future, we want to further develop SERION."

CUSTOMERS AS GUIDING

The fact that ease of use is an absolute priority is a logical consequence of our customer-oriented strategy. SERION has been developed so you can integrate your chosen way of working; so, you can adapt SERION to your own workflow. The modular character also allows you to use just those elements that you need in your own work processes.

Jan Broeckx, Managing Director: "SERION is built on the feedback of our customers. They are under increasing pressure to deliver results faster or to use specific formats for reports. They constantly have to create new opportunities, either to increase the internal efficiency or to attract new customers. With SERION, we want to help them to successfully take on these challenges."

INFORMATION & TRAINING

SERION may be user friendly, but via information packages, training and the SERION Implementation Services, we offer you additional assistance, whereby you can select the training that best suits your needs.

Christel Rogiers, Customer Services Manager: "Our group training is key. Apart from the well-known SAEGIS group training, we also offer training to master the Analysis Tool and Watch on SERION. Training can help to realise the targeted time gain. Customers that have been working with our tools for a while sometimes do not make the most of them. They are focused on one function, while they might be able to work more efficiently by using more elements. During the training, customers also get more information about the built-in workflow and how the tool is best used."

The training is very practice-oriented. In a casual and informal atmosphere, the acquired information is practiced immediately. You meet colleagues and see how others work. The training is given by experience trainers with in-depth knowledge of the various tools, who help to look for solutions for specific questions.

Kristin Geboers, Market Manager: "The Value Implementation Programme (VIP) is completely new. By integrating SERION as well as possible within their own workflow, the customer can benefit optimally from the implementation. If he opts for the VIP, one of our specialists will visit the client's office. He will organise a workshop with the main users to determine the best SERION workflow, he will train all users and provide individual follow-up, for example, to create report templates."

ON YOUR OWN

If you want to discover the possibilities of SERION yourself, then we can offer you a variety of tools, like online tutorials that guide you through SERION with short videos, or the Quick Reference Guides and informative brochures. Finally, our Online Customer Services Team are always available to answer your questions.



Christel Rogiers, Customer Services Manager

"Training can help to realise the targeted time gain."

You will find everything about SERION in our brochure or on serioninfo.com. For more information about the Value Implementation Programme, read the SERION training and implementation services flyer. To request this flyer, a SERION brochure or a training overview, please contact our Customer Services.



Kristin Geboers, Market Manager

"By integrating SERION as well as possible in their own workflow, the customer benefits optimally from the implementation."

"SERION is built on the feedback from our customers.

They constantly have to create new opportunities. With SERION, we want to help them meet these challenges successfully."

SAEGIS™ GROWS

14 NEW DATABASES SINCE 2005

Thomson CompuMark continues to expand the number of its databases. Do you remember which were included on SAEGIS in recent years? We give you an overview.

In 2005:

Portugal
South Korea
Australia
Latvia

In 2006:

Sweden (trademarks, company names, family names)
Norway (trademarks, company names)
Finland (trademarks, company names, family names)

In 2007:

China

In 2008:

Estonia
Slovenia
China (pendings)
Brazil

In 2009:

Turkey (Custom Search)
New Zealand (Custom Search)

NOTHING BUT ADVANTAGES

Bruno Van Treeck, Data Acquisition Manager: "It is one of the priorities of Thomson CompuMark to have as many of its own databases as possible. This has a lot of advantages. For example, customers on SAEGIS have the option to combine several databases in one search. In addition, the output is always consistent with regards to content and selection. After all, a unified layout speeds up the work of our customers. They can also consult, create and send the reports online."

Also in the future, Thomson CompuMark will continue to invest in new databases and in the quality of the existing databases. Via Question Marks, you can closely monitor the latest developments.

SAEGIS is the leading solution for online trademark screening. It offers powerful tools for adapted (Custom Search), automated (AutoScreen) and worldwide (ISS) trademark screenings. Globally, SAEGIS offers over 35 databases.

If you want more information about SAEGIS, please visit our website compumark.thomson.com.

If you want a password, please contact our Customer Services.

LOVE IS...

TRADEMARK PROMOTION ON SOCIAL NETWORKS

Social network and dating sites are 'hot'. On the one hand, they bring people together, on the other hand, online networks are used intensively for marketing purposes.

A FRIEND'S RECOMMENDATION

Today, trademark promotion has acquired a fixed place within social networks. After all, the 'consumer' finds a friend's recommendation more valuable than a company's advertising message.

THE PERFECT 'BRAND MATCH'

The Dutch website BrandDating.nl tries to link people based on their brand preferences. At BrandDating, you present yourself based on brands. On the site, you can give as many 'loved brands' and 'hated brands' as you want... and thus hope for the perfect 'match'.

BRAND FANS

Also on social network sites, like Netlog and Facebook, brands are omnipresent. Many users become a fan of a product or a brand. If you are a fan, you get a link to the respective fan site on your personal page. Friends see it, and in turn, they will check it out. And, everyone can see who has which preferences. For example, the statistics on AllFacebook, the unofficial Facebook blog, show that Coca-Cola already has over 3 450 000 fans worldwide.



TRADEMARK APPLICATIONS IN 2008

WAS THE ECONOMIC CRISIS NOTICEABLE?

In the period between 2004 and 2007, the number of trademark registrations increased in most countries. Things were not so positive in 2008. There was a reduction in a lot of countries. Here is an overview of the trademark applications in 2008 based on the data in our SAEGIS™ databases.

THE TOP 5

The European top 5 in 2007 included Germany (75 558), France (73 624), Spain (57 822), Italy (55 316) and the United Kingdom (34 107). Based on the figures that were available at the end of April 2009, the top 5 for 2008 looks as follows: France (73 209), Germany (73 082), Italy (52 728), Spain (49 760) and the United Kingdom (29 710). So, we have a new leader: France.

THE STRONGEST DECREASES

Compared to 2007, most countries decreased in 2008. Percentage-wise, the strongest decreases are in the United Kingdom (-18%) Ireland (-18%), Spain (-16%), and Italy (-5%).

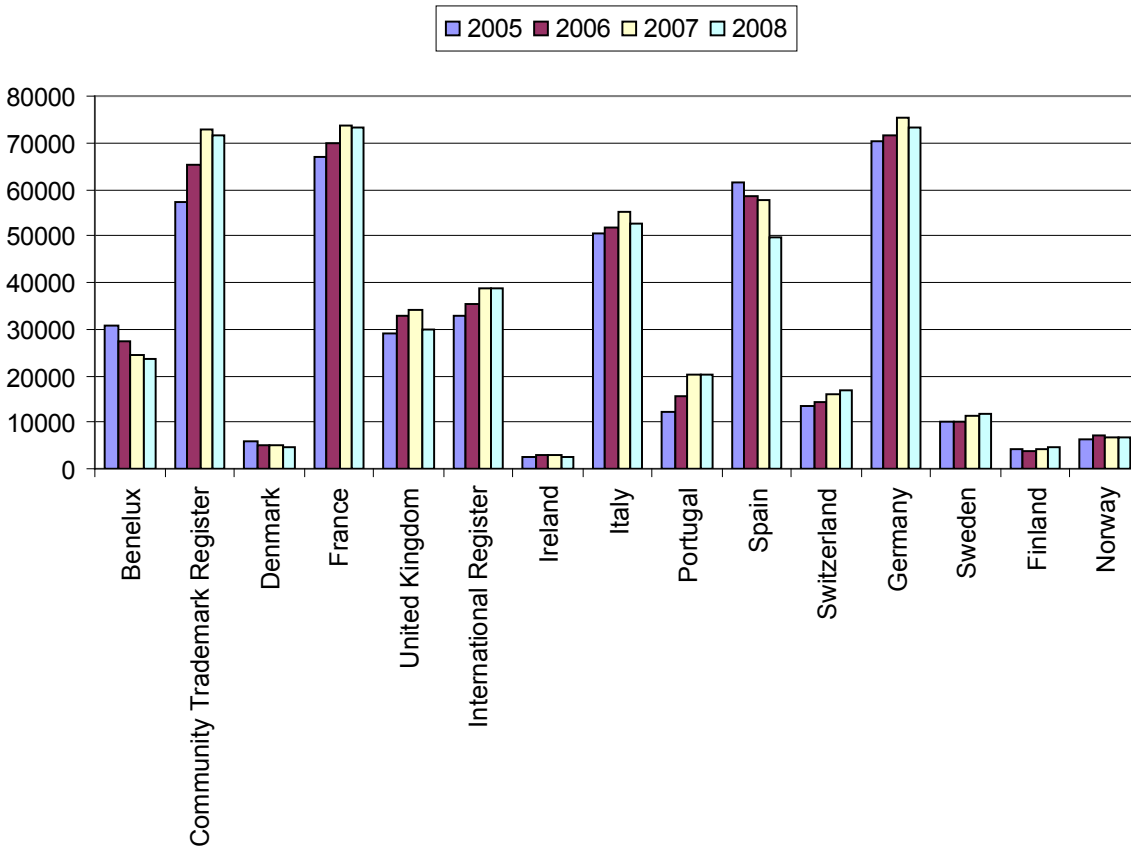
OUTSIDE EUROPE

Outside Europe, the trademark applications also decreased. In the United States, there is a decrease of some 5%. Also countries like Japan, Australia and South Korea received fewer applications.

THE EXCEPTION

Not all countries suffer. In Switzerland, Finland, Sweden and Brazil, we have seen an increasing trend for some years. And this has stayed the same for these countries in 2008. We still have no final figures for China but it looks like the situation remains on the same level there. The Community Trademark Register and the International Register also manage to more or less maintain their level. In 2007, respectively 72 759 and 38 918 trademarks were deposited. In 2008, there were 71 522 and 38 542.

The figures in this overview come from our SAEGIS databases. The figures for 2008 are not yet final, but for most countries, they give an indication of what can be expected. At the International Register, the figures indicate the registrations, for the other countries and the Community Trademark Register the applications.



Here is an overview of the trademark applications in 2008 based on the data in our SAEGIS databases.



THOMSON COMPUMARK ON THE ROAD

In the spring of 2009, Thomson CompuMark attended various conferences and presentations.

ITALY AND COUNTERFEIT

Thomson CompuMark was invited by Luigi Carlo Ubertazzi, Professor at the IULM University in Milan to give a seminar on market and trademark watching. During the seminar, Thomson CompuMark mainly focused on the topic of counterfeit, the distribution and the tools to combat it. We went deeper into trademark watching and the methods used for the selection of the similar trademarks. The students were given various procedures and examples to efficiently define the possible similarities. To illustrate this, several cases were introduced in which a final decision has already been made by the courts.

Prof. Luigi Carlo Ubertazzi: "Thomson CompuMark's experience of many years offered the students more insight into the aspect of 'trademark protection'. They were very pleased with the presentation."

BRAND LAB IN SWEDEN

Thomson CompuMark gave a presentation to 38 students of the prestigious Chalmers University of Technology in Goteborg (Sweden) during the Brand Lab 2009 event. The students were offered the opportunity to do a search themselves on SAEGIS™, the solution for online trademark screenings.



Roberto Pochetti, General Manager Italy, gave a guest lecture at the IULM university in Milan.



Students of the Chalmers University of Technology in Goteborg do a search on SAEGIS.

INTA

This year, the INTA conference took place in Seattle and welcomed more than 7 700 trademark specialists. Many customers took the time to visit our booth, as Thomson CompuMark had introduced SERION™ at INTA. You can read more about SERION on pages 4 and 5 in this issue of Question Marks. In addition, there was also a lot of interest in our new in use search services. You can find out more about our new In Use Express Scan on page 3 of this issue.

We are already looking forward to meeting you next year in Boston, our home base in the States!



A complete overview of the conferences that we will attend in 2009 can be found on our website in the News section.



Many tried their luck in our competition, in which three customers won a superb prize.

Day 1's winner:
Dr. Frank Dettmann,
Uexküll & Stolberg, Hamburg

Day 2's winner:
Johan Norderyd,
Advokatfirman Lindahl, Malmö

Day 3's winner:
Thomas Kerkhoff,
Mütze Korsch, Düsseldorf

SUPER BRANDS GOOGLE LEADS TOP 500

Google is the number one in the top 500 of the strongest B2B brands in the United Kingdom. This annual survey is done by the Centre for Brand Analysis by order of Superbrands. The list reflects the opinion of 1500 business experts that represent 1 100 companies and organisations.

OTHER TOP BRANDS

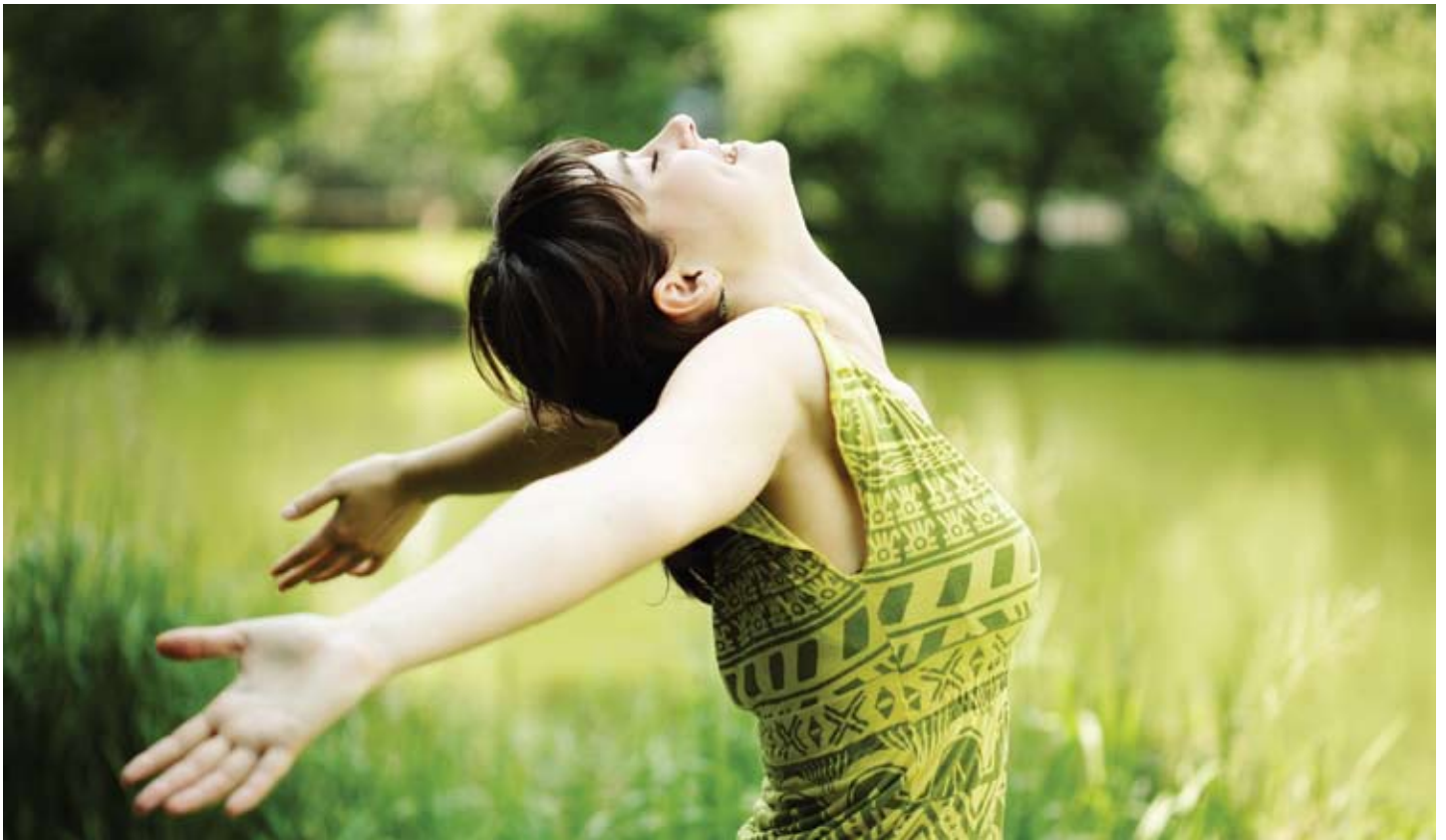
Google outdoes other leading brands, such as Rolls-Royce Group (second) and Sony (third). BBC Worldwide, British Airways and the Financial Times no longer feature in the top 10 this year. Newcomers in that top 10 are Michelin (from 63rd place in 2008 to the 8th place in 2009) and Nokia (from the 18th place in 2008 to the 5th place in 2009).

THOMSON REUTERS

Also Thomson Reuters, the mother group of Thomson CompuMark, is in the list, namely at number 85.

Top 10 Business-to-business super brands in the United Kingdom:

1. Google
2. Rolls-Royce Group
3. Sony
4. Microsoft
5. Nokia
6. GlaxoSmithKline
7. London Stock Exchange
8. Michelin
9. BP
10. Bupa



ARE GREEN BRANDS THE FUTURE? RESEARCH INTO ECOLOGICALLY CONSCIOUS CONSUMER BEHAVIOUR

Katrina Burchell leads the department *Trade Marks* at Unilever and is also their *Global Category Counsel for Skin products*. At INTA 2009 in Seattle, she presented her research into the importance and the impact of 'green' brands. Her results offer specialists and legal services guidelines when applying for trademarks, and help them to avoid legal traps. Thomson CompuMark is proud to have contributed to this study by helping to uncover some remarkable trademark registration trends. Question Marks gives you a first glance of the entire study.

GREEN IS POPULAR

Without a doubt, 'green marketing' is the trend at the moment. Products with an environmentally friendly image are doing very well. Not surprisingly now that climate change and its impact on the environment and society – just think of the many natural disasters – are omnipresent in the news. It makes people more conscious and increases the interest in eco brands. An important group of consumers is even very outspoken about choosing very consciously for environmentally friendly products and companies. A recent survey by Gallup poll confirms this shift in mentality: 80 to 90 percent of Americans who participated in the survey recycle and control their energy consumption, while 73 percent buys sustainable products.

THE COMPANIES RESPOND

While consumers are voicing their great concern for our planet, the business world is looking for strategies to respond appropriately to the eco trend and to create new opportunities. Companies in the food industry, personal care and household products are trying to tempt consumers with organic, fair trade and biodegradable products. The use of safe and natural ingredients also has consequences for the naming. The interest for terms like 'organic' is so big that a.o. the trademark registration firms of the United Kingdom has already decided that this word can only be used if it 'represents' truly organic products, in order to exclude any type of misleading. The use of the term 'natural' has led to similar actions in especially the food and cosmetics industry.

NEED FOR CLARITY

The lack of legal standards or a public consensus about what 'green' exactly includes, is one of the big challenges of 'green marketing'. What qualities should a product, trademark or company have to be given a green label? There is hardly any consensus about the answer. Does this mean that companies can do as they like? No, after all, false or exaggerated claims can lead to legal or public actions. A company that makes claims that it cannot deliver, including the use of misleading trademarks, can have a negative impact in the long run

– on the company’s image and on the credibility of the entire green movement. Lobbyists will surely follow these developments closely. In order to achieve a real sustainable effect, the green values (like all others) must evolve to generally accepted and shared normative social values. That way, they will not only drive individual behaviour but also the policy making process and the operations of governmental, legal and regulating bodies.

MORE GREEN REGISTRATIONS

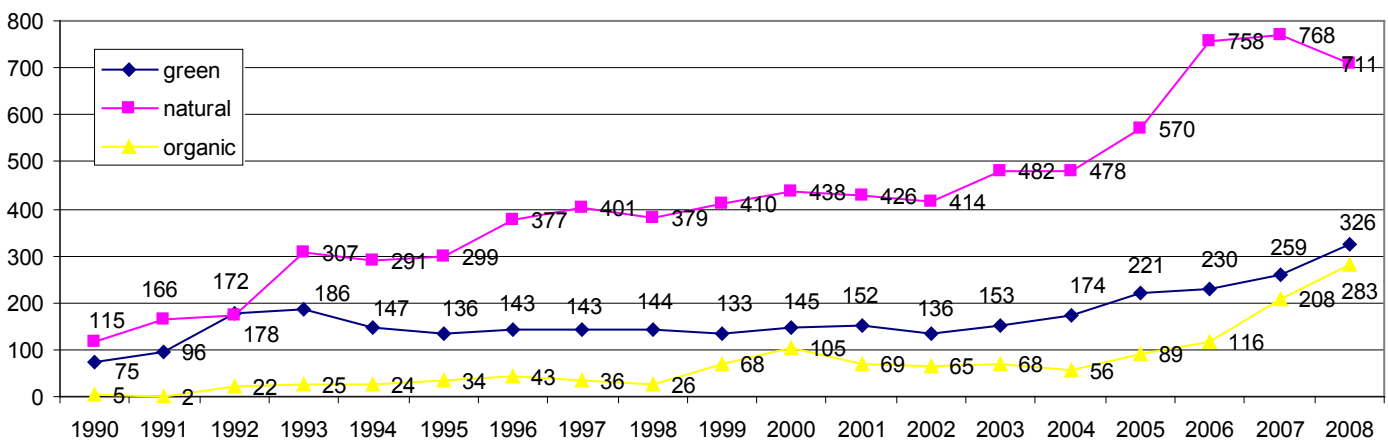
The growing popularity of ‘green’ products has already been noticeable since 1990, with a strong increase since 2005. This is clearly visible from the global increase in the number of trademarks that have been applied for that have terms like ‘green’, ‘natural’ and ‘organic’ in their name. Especially the strong increase of ‘organic’ is remarkable. A similar pattern can be seen with trademarks that use the prefix ‘eco’.

As trademark specialists, we notice that this trend impacts the products in which companies and customers invest. The design, the name and the claims that they want to give a brand require a careful approach. After all, the abundance of ‘green’ brands and their varieties makes the launch of new trademarks – and watching the registered trademarks – increasingly complex. Still, it remains a fascinating challenge, although it is hard to imagine today how a ‘green’ brand can still get extensive rights. Pre-research remains an absolute necessity to anticipate the many challenges that the green lobby faces

KATRINA BURCHELL: WHAT MUST LEGAL SPECIALISTS AND COMPANIES BE AWARE OF WHEN LAUNCHING A ‘GREEN’ BRAND?

- Environmental claims can be a powerful marketing tool to differentiate brands from the competition.
- Clearing a ‘green’ brand? Take the entire communication message into account (PR, packaging, advertising, concepts).
- Certification and collective brands are gaining popularity.
- Due to the increase in ‘green’ brands, clearing is increasingly difficult.
- Trademarks can also be claims that are subject to laws and regulations.
- Use clever and original ‘green’ claims to stay ahead of the competition.

With thanks to Katrina Burchell, head of the department of Trade Marks and Global Category Counsel at Unilever.



The use of the terms ‘green’ (class 29, 30, 31), ‘organic’ and ‘natural’ (class 3) in trademarks between 1990 and 2008

QUIZ

"I AM GOING ON HOLIDAY AND WILL TAKE ALONG..."

Are you also looking forward to the holidays? Make sure that you do not forget to put the following things in your suitcase. But do you also know to which 'class of Nice'

they belong? Put the correct class number on the dotted line and win a great prize.

Sunglasses:

Sunscreen:

Plasters:

Bathing suit / swimming trunks:

Beach ball:

Tip: On our website in the 'Downloads' section, you will find a handy overview of the Nice Classification.

ANSWER OF THE LAST QUIZ

Last time, if you knew which company belonged to which image, you got the following answer:

Starbucks: B

Boeing: A

Amazon.com: C

PayScale: E

RealNetworks: D

The following five readers will soon receive their gift:

Mr. Sam Gylling - Lovells (Alicante) Limited & Cia. - Spain

Mrs. Joëlle Richaud - Tefal SA - France

Mrs. Cindy Vermeulen - Brand agency BOUMA - the Netherlands

Mr. Robert MacGinn - Silverman Sherliker Solicitors - United Kingdom

Mrs. Michaela Poellot - Schwan-Stabilo Cosmetics GMBH & CO KG - Germany

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

Mrs Mr

Name: _____

Company: _____

Address: _____

Country: _____