

Pharmaceutical In-Use Similarity Search

With literally millions of pharmaceutical trademarks in use around the world, including marks not officially registered, finding a distinctive name or mark can be extremely challenging. The FDA, EMEA and other regulatory bodies reject up to 35%* of all names submitted, due to their similarity to other marks. Identifying potential conflicts early can save companies significant time, money and frustration.

Thomson CompuMark's Pharmaceutical In-Use Similarity Search helps pharmaceutical companies identify these potentially problematic similarities quickly and easily, before they invest time and money in the approval process. Our Pharmaceutical In-Use Similarity Search provides coverage of confusingly similar marks in use around the world.

Our Pharmaceutical In-Use Similarity Search offers important advantages:

- **Global coverage**—We search pharmaceutical resources in up to 60 countries. Choose the coverage that best meets your needs: individual country, region or worldwide.
- **Sophisticated analysis**—Our proprietary automated search technology evaluates marks on visual, phonetic and conceptual similarity, prioritizing results in order of their relevance. These results are then reviewed by our experienced analysts. This thorough analysis translates into greater confidence in results.
- **Clear, detailed reports**—Reports clearly present the information needed to assess potential similarities. In addition to marks selected by our analysts, clients receive a list of all marks examined, providing informative context. Reports also provide combinations of prefixes and suffixes, supporting the naming process by isolating less common or unique syllables.
- **Pharmaceutical expertise**—Our seasoned research analysts have the expertise to skillfully analyze and evaluate the pharmaceutical industry's unique, expanded criteria for confusingly similar marks and drug names.

Thomson CompuMark's Pharmaceutical In-Use Similarity Search can be ordered alone, or as a value-added complement to our industry-leading U.S. Pharmaceutical Availability Search.

For more information on Pharmaceutical In-Use Similarity Search, please call us at (800) 692-8833.

* "Why drug names need tender loving care" in the *INTA Daily News 2006*, dated May 9 2006.

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