



Linguistic Search

Avoid a Translation Misfire and its Costly Repercussions

Does your new product or service name have an unintended meaning in another language—one that may be unclear, confusing or even considered offensive by your valued customers and new prospects?

Don't Take Chances with Your Global Market Revenue. An innocent mistake might not only be embarrassing; it could also cause lasting damage to your brand. Even a small translation mistake could have a significant negative impact on your global business and bottom line.

Weigh the Real Cost. If you consider the time, money, and effort required to build and promote a brand, you know the importance of maintaining that same level of excellence when marketing in another language. But how can you be sure to avoid a misstep leading to adverse publicity and an expensive name change?

Introducing CompuMark's Linguistic Search

Find out if your proposed trademark, website or product name inadvertently translates into something confusing or worse. By performing a Linguistic Search, you can

confidently build your brand knowing it is ready and applicable for all the areas of the world where you do business today and into the future. Think of it as a brand consulting service, enabling expansion beyond borders. Linguistic Search adds protection and reassurance—the perfect complement to CompuMark's Full Search.

How Does It Work?

Native speaking experts, living in the respective country where you are conducting a Linguistic Search, analyze your name for cultural meanings, associations, phonetics, and suitability, helping you to avoid a linguistic mistake leading to adverse publicity or a costly name change.

Native Speaker Assessment Criteria

- Is the name easy or difficult to pronounce?
- Will the sound of the word be perceived as pleasant or unpleasant?
- Does the name have any association with local slang?
- Does the word imply potential negative associations?
- Are there any links with religion, sexuality, or discrimination?
- What might the name or term speak for or against?

Why Can't I Rely on a Dictionary or Google?

Native speaker insight on spoken day-to-day language and culture far exceeds what any dictionary or automated translation system can provide. Dictionary searches are highly inefficient and time-consuming. While Google can “translate” very quickly, it offers no assurance that the translation considers spelling variation, social constructs, or hidden meaning.

Linguistic Report Features

- Each report covers one (1) language / linguistic review per mark.
- Choose from more than 40 languages and countries.
- Standard languages for the reports are in English or German.
- Turnaround time for a report in any language is 10 days or less. Ask about expedited delivery.
- Reports delivered via the Inbox tool on SERION or via email.

Available Countries / Languages

Languages available within the European Union

Bulgarian, Croatian, Czech, Cypriot, Danish, Dutch, English, Estonian, French, Finnish, Gaelic, German, Greek, Hungarian, Italian, Latvian, Lithuanian, Maltese, Polish, Portuguese, Romanian, Slovak, Slovenian, Spanish, Swedish, Welsh

Languages available within Eastern Europe

Bulgarian, Czech, Estonian, Hungarian, Latvian, Lithuanian, Polish, Romanian, Russian, Slovak, Slovenian

Languages available within Asia

Cantonese, Japanese, Korean, Mandarin

Languages available within NAFTA

English, French, Spanish

Languages available within the Near and Middle East

Arabic, Hebrew, Turkish

To request a Linguistic Search,
please contact us today.

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