

What's new at CompuMark for pharmaceutical companies in 2019

Developing a Trademark Office-approved mark is a challenge for any organization. But for pharmaceutical companies, the journey doesn't end there. US Food and Drug Administration (FDA), Health Canada, or European Medicines Agency (EMA) requirements mean a second set of considerations. At CompuMark™, we are committed to providing you with best-in-class products and services designed to navigate these challenges. Over the past 12 months, we've introduced key content and product functionality developments to support pharmaceutical brand managers and trademark attorneys, including:

NEW: Naming Tool on SERION®

Leverage artificial intelligence to both generate and analyze names within seconds with trademark clearance in mind



Find a unique name that resonates in the Pharma industry, giving you a better chance of success with drug regulators and Trademark Offices

Inform name creation with desirable word characteristics drawn from Class 5 marks, Pharma-in-Use data, and pharma common law sources



Bridge the gap between branding and legal

Coming Soon: Get POCA scores for each suggested name in Class 5



Have confidence in your pharma brand or product name choices

Phonetic and Orthographic Computer Analysis (POCA) enhancements

Get match scores (powered by POCA) along with Global Pharmaceutical and Pharmaceutical XC Searches



Sort results of pharmaceutical searches based on an objective similarity measure

Use European Medicines Agency data as a POCA source



Improve your chances of drug name acceptance with EMA regulators

Full Search enhancements

Complete a Class 5 Search with European Medicines Agency data		Get comprehensive insight with your Full Search
Complete a Class 5 Search with European Medicines Agency data select from 15 new registers in Global Pharma Search		Target search results to focus on jurisdictions that matter most
Get single record views of Pharma In-Use information (US Pharma XC Search)		View data for all Pharma-in-Use countries associated with a particular drug name in a single record
Search branded clinical trial names as part of our standard Web Common Law coverage for Global and Pharmaceutical XC Searches		Get results from the ClinicalTrials.gov website
Access the Citation Matrix within reference material		Quickly view citations across sources
New globally uniform report format		Review reports more quickly and easily

EMEA

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