

When free isn't really free

Five reasons to avoid
free online trademark
screening tools

Is it possible to get something for nothing? With pressures mounting to stretch budgets, some trademark professionals seek out free alternatives when performing an initial “knock out” screening as the first step in their trademark clearance process.

That can range from simply searching proposed marks using Internet search engines to searching online trademark office databases for each targeted jurisdiction, to using the growing number of free or bargain-basement online search services.

Is this an effective way to reduce costs – or is it a false economy? To help answer that question, consider the following reasons that these “free” trademark screening tools aren’t really free at all.

1. Time is money

Searching free databases is time-consuming. If you’re screening marks in multiple jurisdictions, you could spend hours searching multiple databases – each with its own unique login, user interface, result format, and language. Then you will spend more time compiling all these disparate findings, before finally reviewing them to identify potential conflicts. The more countries you need to search, the more time you will spend. When you consider what your time is worth, these tools are far from “free.”

2. Not all data is reliable

Whether you are searching the web or low-cost trademark search tools, data quality is notoriously inconsistent. Web search engine algorithms are not designed for screening trademarks and may miss relevant findings. And online sources often lack advanced information like transliterations for non-Latin-character marks or owner and status information. The result: Greater chance of missing important results. That effectively undermines the reason for screening marks in the first place.

3. Results are unfocused

As noted, Web search engine algorithms were never intended for screening trademarks and are not designed to target trademark content or even specific countries. As a result, they deliver lots of irrelevant “noise.” In addition, results are not prioritized by relevance. That means more time sifting through thousands of hits that have nothing to do with your proposed trademark. That’s wasted time that is better spent on business-critical activities.

4. They aren’t optimized for your workflow

Free online services don’t provide tools to help trademark professionals work more efficiently. There may be few or no capabilities to speed your review, such as filters or links to relevant content. If you need translations, you’ll have to do that on your own. And you’ll have to create reports manually, cutting and pasting from a variety of online sources. In short, these tools add time and effort to an already burdensome process.

5. You’re on your own

Have a question about results your screening has uncovered? Need help optimizing your search to meet a special requirement? When you use free online tools, you’re on your own. If you are unsure of your results, you have no one to turn to for help. All that time spent searching could be wasted.

There must be a better way

By now, you may be rethinking the value of that “free” online screening tool. Fortunately, there is an alternative: SAEGIS® on SERION®. It addresses the limitations of free online tools, combining speed, convenience and affordability with industry-leading quality. SAEGIS offers you:

1. Time savings

With SAEGIS, you can screen your mark in jurisdictions around the world with a single search, using an intuitive interface that delivers results in a consolidated view with a consistent format and automatic English translations. Need help developing a screening strategy? SAEGIS AutoScreen develops the search criteria for you. Powerful workflow tools speed your review, enabling you to eliminate “non-starter” brand candidates quickly and efficiently. Export key results and create customized reports in seconds. With SAEGIS Mobile Screening, you can perform searches anytime, anywhere on your mobile device.

2. Global coverage

Screen your mark across any of 186 global trademark databases, plus millions of domain names (including the new gTLDs), pharmaceutical names from 70+ countries, business names from 212 countries, and industrial designs for 17 countries. Designed specifically for trademark screening, SAEGIS lets you tailor your search to get the precise results you need – or use its advanced AutoScreen technology and let SAEGIS do it for you.

3. Industry-leading accuracy

CompuMark’s™ worldwide quality team reviews PTO databases and corrects errors before entering the data in our proprietary databases. So you can be confident in the accuracy and completeness of the results SAEGIS delivers. Plus, our databases include advanced information

like transliterations and owner and status information. That translates into greater confidence when making critical decisions on proposed brands.

4. Expert and personalized support

Need help? With SAEGIS, you can call and actually talk to a human being 24 hours a day, five days a week. CompuMark has a well-deserved reputation for excellent customer service, with a team of trained service professionals committed to answering your questions and helping you get the results you need, quickly and efficiently. Support is available in seven languages, so nothing gets “lost in translation.”

5. Reasonable cost

All of these SAEGIS advantages are yours for a surprisingly affordable cost. Access all SAEGIS databases or a custom combination for one annual subscription, making budgeting predictable.

Eliminating “non-starter” brand candidates early in the clearance process saves time and money. Using free or low-cost/low-quality screening tools not only compounds your workload by forcing you to search multiple sources for different jurisdictions, but may increase your risk of missing relevant results. Using SAEGIS Online Trademark Screening to perform “knock-out” searches is an investment that minimizes your workload and reduces your risk, while maximizing your peace of mind. What is that worth?

Helping you every step of the way

SAEGIS on SERION is part of our comprehensive offering for trademark clearance and brand protection – including our “gold standard” Full Availability Search; our breakthrough, new, do-it-yourself clearance solution, TM go365™; and our industry-leading Watch on SERION global trademark watching solutions. Count on CompuMark for best-in-class solutions for every step in the trademark lifecycle.

Screening	Clearance	Protection	
SAEGIS® on SERION®	TMgo365™	Full Availability Search	Watch on SERION®
Global online "knock-out" search	Innovative, cloud-based research solution	The gold standard trademark clearance search	Protection trusted by the world's most valuable brands

To learn more, visit compumark.com



AMERICAS

Main office (USA): + 1 (800) 692 8833
compumark.us@clarivate.com

Canada: + 1 (800) 561 6240
compumark.ca@clarivate.com

APAC

Japan: +81 (0)3 4589 2300
compumark.jp@clarivate.com

EMEA

Main office (Belgium):
 + 32 2 200 89 98
compumark.be@clarivate.com

UK: + 44 020 3564 5888
compumark.uk@clarivate.com

France: + 33 01 57 32 47 99
compumark.fr@clarivate.com

Italy: + 39 02 23 33 1221
compumark.it@clarivate.com

Germany: + 49 69 153 253 300
compumark.de@clarivate.com

compumark.com
clarivate.com