S.M.D.insight

"Gain an insight into our interesting portfolio"

i-Search

S.M.D. Markeur
IP SEARCHING AND MONITORING

Facts & Figures

German company
Founded in Hamburg in 1949
Independent & owner managed
3 offices: Hamburg (DE), Munich (DE), Amersfoort (NL)
Network of 360 attorneys worldwide

Clients

Important national & international law firms & blue chip companies

- ▷ Pharmaceutical
- ▷ Consumer goods
- ▷ Technology
- ▷ Telecommunication

Dear clients,

S.M.D. Markeur is a family business. Family values such as trust and close relationships are an important part of our company philosophy. The internal spirit is direct and intensive and it positively effects our client relationships.

We concentrate on intellectual property (IP) matters, in particular trademarks, and embrace a wide range of activities. Searching and monitoring, as well as verifying, validating and updating our databases are just as important as providing products and services. And, of course, people are a part of it – clients and employees.

Personal dedication and long-term partnerships are essential for maintaining our present position and for us to continue to be a leader in business. S.M.D. Markeur is known for its approach towards people and trademarks. This approach has shaped generations of the Utescher family and is still the basis of the company's daily operation.

The roots of S.M.D. Markeur lie in the early years of the 20th century in the Hamburg law office of patent attorney Ernst Utescher. The number of registered trademarks in Germany grew rapidly at the time and Utescher took upon him the task of recording these trademarks phonetically. He used the phonetic lists along with the original publications for his trademark cases. The archive was also on occasion made available to other attorneys. In 1949, an independent company – Schutz Marken Dienst GmbH – was established with the support of key members of the IP community, such as lawyers and trademark owners.

Today, S.M.D. Markeur operates a modern family business dedicated to the protection of intellectual property rights worldwide. Headquartered in Ahrensburg, we use the nearby city of Hamburg as our global gateway.

SCHUTZ MARKEN DIENST

s.m.d. markeur

S.M.D. Markeur

You are welcome to gain an insight into our interesting portfolio.
Yours sincerely,

Jörg E. Utescher
Managing Owner

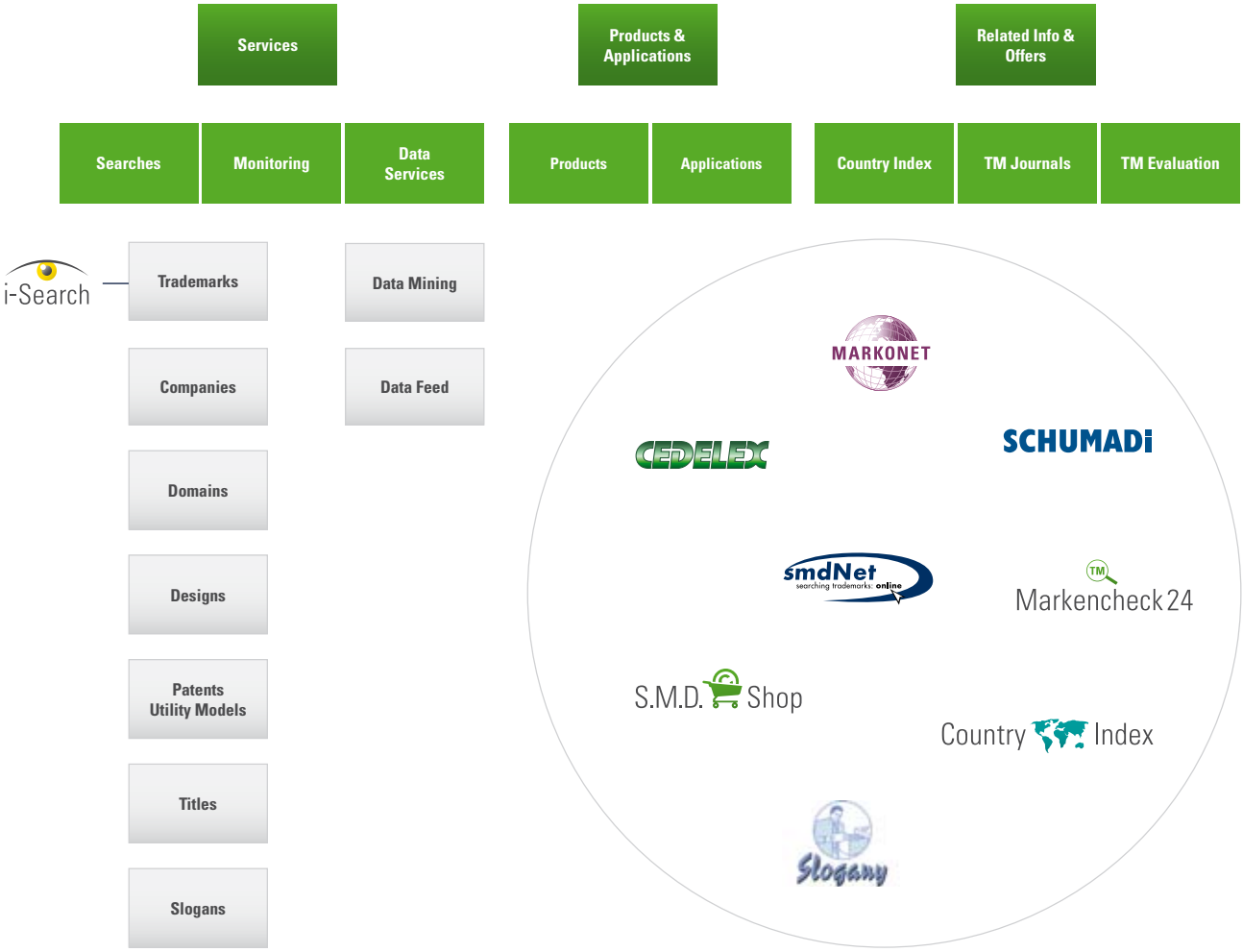
S.M.D. Portfolio

We offer intelligent products and services for IP professionals.

Our people are experts for brand names, domain names, patents, utility models and industrial designs, company names, titles and slogans.

Our core business is **trademark searching and monitoring.** We have gained in-depth expertise in searching during the years. Furthermore, we are the biggest German supplier of monitoring services.

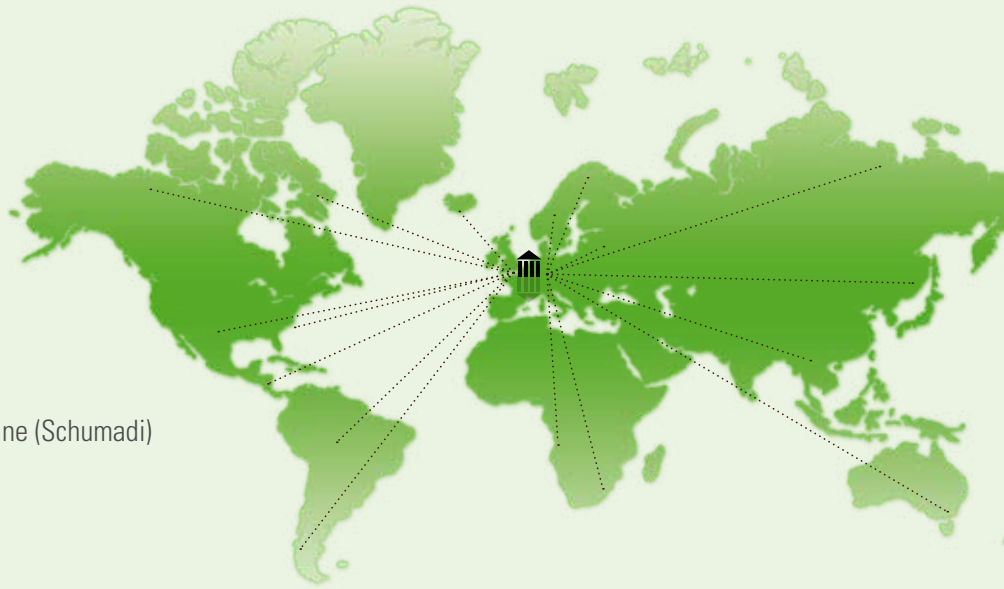
The second business sector consists of our mature and user-friendly **products and applications** which support professional users in their daily work. For example, we provide an own search software and tools to view and process search results or watch notices online. Further innovative applications were developed to meet special client needs. They will be explained to you on request.



Last but not least, we are active in providing useful **trademark related information and offers.** Via our Country Index website, for example, we publish information and news on the trademark laws of almost every country in the world. Various Country Index handbooks cover specific aspects of trademark practice and management.

S.M.D. Benelux offers **trademark searches with legal opinion,** the so-called i-Searches. This service is suited to assist large multinational clients in clearing their trademarks more efficiently. For this purpose, we have established a wide network of reliable and experienced local lawyers, who provide our clients with legal opinions.

Monitoring Services



- ▷ Global coverage
- ▷ Biggest German supplier with more than 25,000 signs worldwide
- ▷ Customised monitoring strategies
- ▷ High relevance of watch notices
- ▷ View and process watch notices online (Schumadi)
- ▷ Competitive pricing
- ▷ Innovative services
  - ▷ Domain similarity monitoring
  - ▷ Internet brand monitoring

Target Group

Most of our products and services are targeted at legally trained professionals, mostly attorneys and in-house counsel dealing with intellectual property law. Our clients are in-house consultants and law firms from all over the world.

Professionals from other business sectors as well as non-professionals are equally invited to make use of our products and services. Advertising agencies for example trust in our word and device mark searches as well as our slogan searches, and publishers rely on our title searching and monitoring. Furthermore, we offer a search package for start-ups informing them about prior rights to the trademarks they want to apply for. For the evaluation of searches, however, you should either consult an attorney or rely on searches including legal opinions provided by S.M.D. Benelux.

Customer Service

We are known for our customised and flexible customer support and we are able to provide you with a product or service suited to your needs:

- ▷ Do you rely on service providers or conduct your own searches?
- ▷ Do you prefer online or paper reports?
- ▷ Do you focus on trademarks, company names, domains or rather on patents and industrial designs?

We offer reliable and time-saving services for each individual need.

Further Highlights

Domains: first domain similarity search/monitoring ever
Data services: cleansing and updating of trademark data in client systems
Online ordering: first to offer online shopping for searches

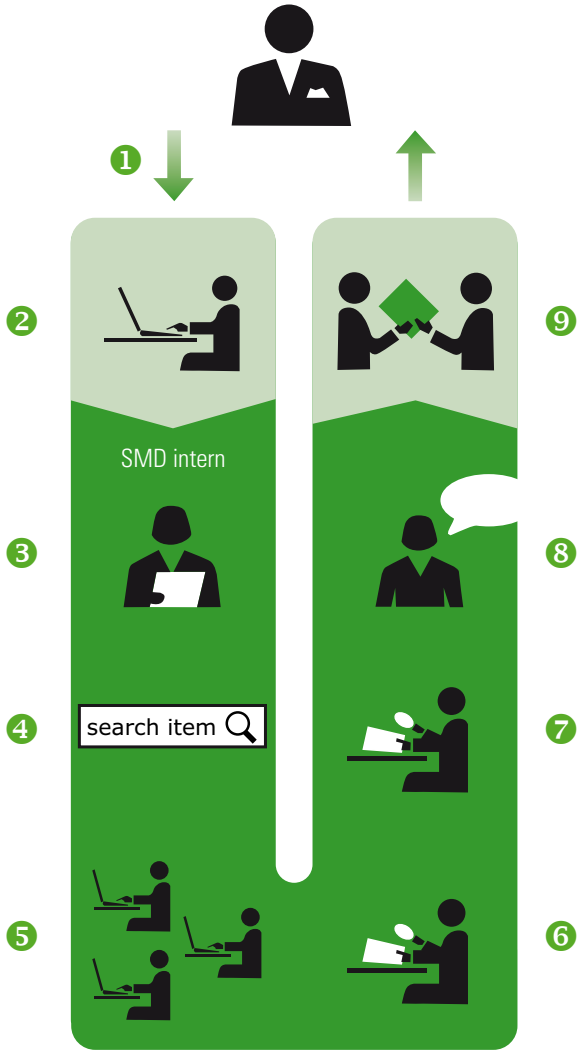
Quality through greatest possible care

With our high standards we assure that our clients receive the best service.

We have constantly improved our search methods through our long-term search practice and we have additionally encrypted our trademark data in order to ensure a superior quality in the results of our similarity searches. We strictly adhere to our internal standards. Each search is conducted by experienced and legally skilled professionals in a careful step-by-step process.

What we provide:

- ☑ Helpful and comprehensive advice
- ☑ Experienced customer support staff
- ☑ Adequate search strategies
- ☑ A proper selection of relevant marks
- ☑ Additional manual selection and cross-checks



1. Search orders
via mail, telephone or online (e-mail / shop)

2. Advice by customer relationship manager
regarding the nature and scope of the search

3. Definition of individual search strategies
by a quality manager

4. Computer assisted search
in relevant databases according to proven algorithms

5. First manual selection
regarding similarity by specially trained researchers

6. Second manual selection
incl. review and cross-check by specially trained paralegals

7. Control of results
by a legal counsel

8. Search commentary
is supplemented, if applicable

9. Dispatch of the search report
via e-mail (pdf / online retrieval) or mail

„At S.M.D. Markeur, we place a great value on an outstanding quality of our search results. To this I am personally committed."

Jörg Utescher
Managing Owner
utescher@smd-markeur.de

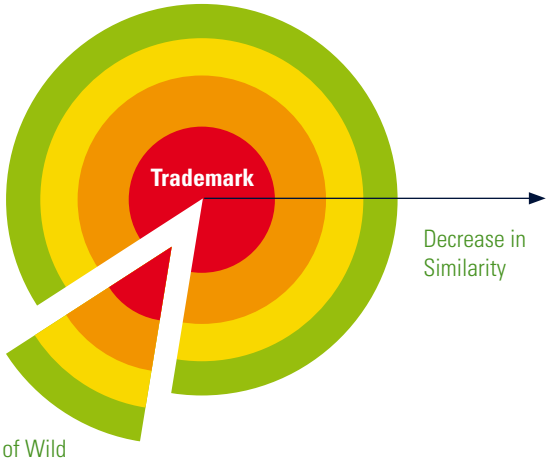
Identical vs. Similar Searches

Which search is best suited for trademark clearance?

More and more local trademark offices offer free online access to their trademark databases. Accordingly, it may seem an attractive option for cost-conscious trademark practitioners to conduct searches in these databases rather than rely on the services of a search company for trademark clearance.

However, this may be a risky policy because such databases aim at documentation rather than being reliable for purposes of searching. For search purposes, trademarks will have to be additionally encrypted. For example, marks containing special characters such as "1&1", have to be specially encoded as "1 and 1", "1+1", "one and one" and "one and 1" etc.

Moreover, it is often not possible to conduct similarity searches in the online databases of trademark offices. A popular alternative is to devise possible variants of a particular term and conduct various identical searches or to carry out searches for parts of words by means of wild card searches.



In this event, the researcher has to perform countless queries to retrieve different spellings, twisters, typos and similar pronunciations, while the time required for screening of unimportant brands increases disproportionately.

Many relevant similar terms may not be found at all, such as *asonor* and *adocor* (German Federal Patent Court, judgement of 27.08.09, AZ 25 W [pat] 1/09) or *cactus* and *kadus* (German Federal Patent Court, judgement of 14.07.98, AZ 28 W [pat] 148/96). With such a search it is simply a matter of chance to find the most risky similar brands. However, even professional search providers pretend to conduct similarity searches while performing mere wild card searches.

The critical success factors for a search are:

- The data source
- An adequate search strategy
- The search technique
- The expertise of the searcher
- The use of background information

It accordingly makes sense to appoint an experienced expert with a similarity search.

S.M.D. Markeur trademark searches are based on outstanding expertise derived from our long-term experience. We have additionally encrypted brands which are difficult to search, such as 1 & 1, tea 4 two or SMD, to improve their retrievability. Our similarity searches are based on complex software that is continuously updated. The program detects and pre-selects possible matches based on various search algorithms, such as POCA, Levenshtein, Cologne Phonetic and, of course, our own search algorithms. The accuracy of the search results is determined by the dosage of different algorithms. For each search this dosage is individually selected by our experienced staff. In this way, we achieve high quality results.

Conclusion

The best basis for trademark clearance is a good similarity search conducted by a qualified search provider, such as S.M.D. Markeur.

International Searches and Prices

We continuously adapt to changing requirements with new packages.

The world of trademarks is constantly evolving. During the past decades, trademarks have become more and more internationalised. Today, even local enterprises are visible globally on the internet.

Huge market players as well as smaller enterprises need to avoid legal pitfalls associated with globalisation in their current and future markets. Concurrently, international searches have become a keystone of our activities.

In order to serve you even better in future, we always keep our eyes on the market to identify new demands. We continue to develop new packages and products that support your daily work.

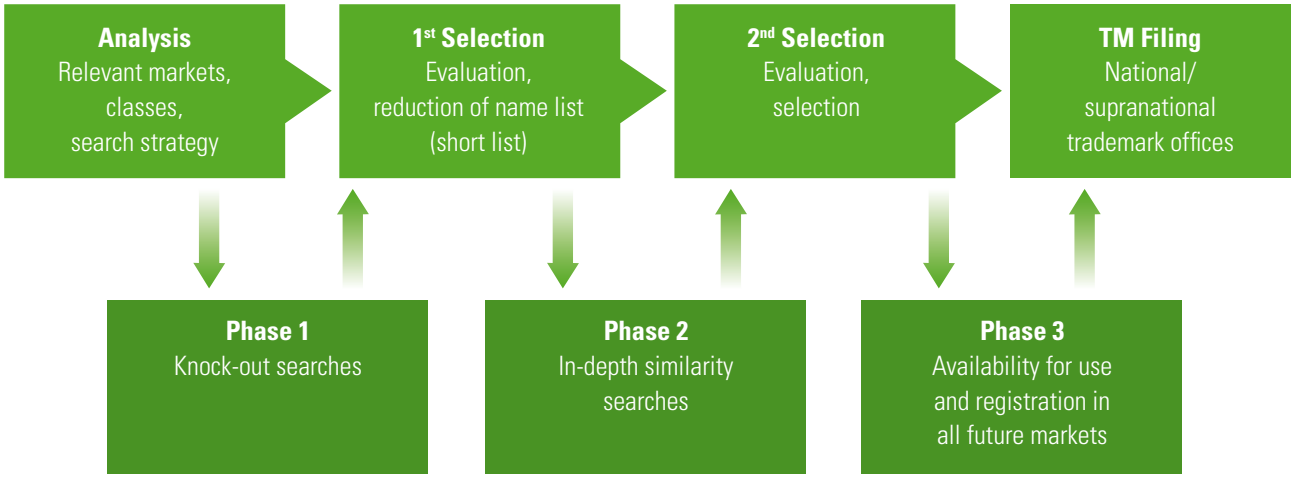
We offer searches for the major economies and the developing countries. In the event that you require specific combinations of countries not mentioned here we will gladly provide you with individual country packages.

Word Mark Search Packages	Description and Working Days (WD)	Price
BRIC	Availability search for Brazil, Russian Federation, India and China, incl. IR (7 WD)	1,370 € / 750 € (1st class/add. class)
BRICS	Availability search for Brazil, Russian Federation, India, China and South Africa, incl. IR (7 WD)	1,670 € / 850 € (1st class/add. class)
Asia Top 5	Availability search for China, Hong Kong, Japan, South Korea and Taiwan, incl. IR (7 WD)	1,610 € / 1,270 € (1st class/add. class)
Asia Top 9	Availability search for China, Hong Kong, India, Japan, Malaysia, Singapore, South Korea, Taiwan and Thailand, incl. IR (7 WD)	2,730 € / 2,200 € (1st class/add. class)
NAFTA	Availability search for Canada, Mexico, USA Federal File and USA State Files, incl. IR (5 WD)	990 € / 290 € (1st class/add. class)
North America	Availability search for Canada, USA Federal File and USA State Files, incl. IR (5 WD)	780 € / 210 € (1st class/add. class)
South America	Availability search for Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay and Venezuela, incl. IR (7 WD)	2,610 € / 1,980 € (1st class/add. class)
Mercosur	Availability search for Argentina, Bolivia, Brazil, Chile, Paraguay, Uruguay and Venezuela, incl. IR (7 WD)	1,820 € / 1,360 € (1st class/add. class)
Middle East	Availability search for Bahrain, Gaza, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, Syrian Arab Republic, United Arab Emirates, West Bank and Yemen, incl. IR (7 WD)	4,240 € / 2,990 € (1st class/add. class)
Eastern Europe	Availability search for Bulgaria, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Romania, Russian Federation and Slovak Republic, incl. IR, CTM (7 WD)	2,330 € / 650 € (1st class/add. class)
EU 6 of 30	At a fixed rate, an availability search is conducted in six EU countries of your choice. You can select between the 28 EU countries, Norway and Switzerland. Incl. IR, CTM (5 WD)	1,100 € / 250 € (1st class/add. class)
EU 28	Availability search for all countries of the European Union, incl. IR, CTM (5 WD)	5,050 € / 1,250 € (1st class/add. class)

Our solutions for large trademark projects.

"How thorough should the trademark clearance effort be?" This is a dilemma that in-house counsel regularly face when the marketing department has come up with a vast number of possible names for a new trademark that needs to be cleared fast and on a tight budget. We meet these demands with a range of searches to select new trademarks by means of a step-by-step process. In the first step, certain terms are excluded via a pre-search (knock-out search). In the second step, short listed terms are scrutinised in more detail.
A knock-out search could cover a high number of future countries with an identical search. Another option is to focus on key markets in the pre-search to exclude many long-listed names by means of a cost-effective variant of similarity search.

Step-by-step process for large multinational naming projects



EU Knock-out
These are exact identity searches for all the EU countries. The results are provided in list format. EU Knock-out is a cost-effective alternative to archieve certainty as to whether a brand name is suitable for marketing in the EU.
Price: 850 EUR for up to 3 classes
all EU countries

Smart Knock-out
This search is based on a particular type of similarity search. Only marks with a high degree of similarity are reported. It is available for projects of more than 10 names in the same classes.
Price (per jurisdiction): 80 EUR / 10 EUR (1st / add. class)
in AT, CH, CTM, DE, IR, other jurisdictions on request

"Our knock-out searches help trademark owners to swiftly and efficiently reduce a large number of proposed names for a new brand to a short list."

Anne Maria Wendroth
+49 4102 8048 19
wendroth@smd-markeur.de

Trademark in-use searches

These investigations are of increasing importance in trademark practice.

If a prior search has detected identical or similar trademarks, the in-use search helps to estimate the potential risk for your own mark. By means of an in-use search, you may also defend yourself in the event that the owner of a prior trademark has opposed your trademark application. In-use searches have become important in non-use allegations or cancellation actions. Furthermore they may also be useful in investigating possible infringements of your trademark.

We offer a variety of different in-use searches. To achieve the best possible results we first analyse your individual requirements thoroughly. With your comprehensive and detailed report you will not only receive a list of results. It also contains copies of the documents found. The report is structured logically. Hence your workload is reduced substantially.

When combined with search packages, you will receive a 20 per cent discount on our in-use searches.

In-use Searches	Description	Region	Price / Mark
In-use Knock-out	The owner of the respective trademark is identified and directly contacted instead of conducting an extensive market investigation. You will receive the report within 3 working days. Pragmatic and cost-effective approach for in-use investigations.	AT, BX, CH, DE, DK, ES, FI, FR, IE, IS, IT, MT, NO, PT, SE, UK	260 € (per country)
In-use search	Database search in numerous databases, complemented by an extensive internet search and telephone inquiries with the relevant retailers or wholesalers as well as trademark owners. You will receive the report within 5 working days. Obtain certainty regarding the use of a potentially conflicting mark found in the prior search.	AT, BX, CH, DE, DK, ES, FI, FR, IE, IS, IT, MT, NO, PT, SE, UK BA, BG, BY, CY, CZ, EE, GR, HR, HU, LT, LV, MD, ME, PL, RO, RS, RU, SI, SK, TR, UA	500 € (per country) 600 € (per country)
CTM In-use check	Examines whether a Community Trademark is used. It includes searches in databases for relevant countries to be named. Additional internet searches are conducted using country-specific settings. Telephone inquiries for those countries are also included. You will receive the report within 7 working days. Cost-effective focus on the most relevant countries to examine use of a CTM.	EU	900 €

“Your search reports are structured so clear, that we make use of the same structure in our client reports. Hence our workload is substantially reduced. We appreciate that your company is flexible enough to deliver urgent reports within 48 hours....Your in-use searches are highly beneficial to us.“

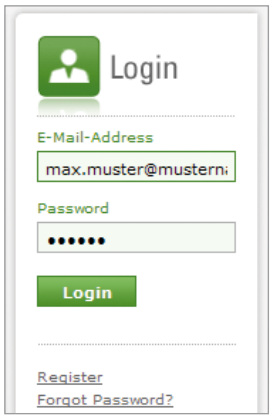
Dr. Christian Thomas, Kuhnen & Wacker, Munich, Germany

“I am very satisfied with the professional in-use searches of S.M.D Markeur. The results are provided promptly, clearly and precisely at very reasonable rates. I can absolutely recommend them!“

Julia Steinbrener, Regional Intellectual Property Specialist, Nestlé Deutschland AG, Frankfurt a. M., Germany

S.M.D. Shop: Order your searches online

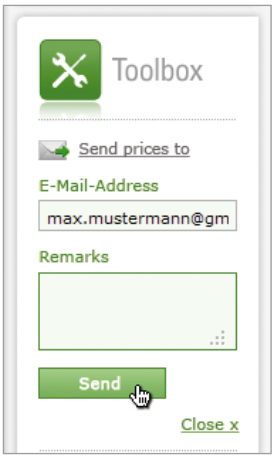
In our online shop, searches may be ordered around the clock through the internet - 7 days of the week, irrespective of office hours.



Registration is required to use all functionalities of the shop. You will receive a password by e-mail. With this password and your e-mail address you will then be able to log yourself in.
As a registered shop user, you will be able to use the following features:

1) Calculate prices

Choose the required items and countries. Enter the terms or devices to be searched and the number of classes. Then click on „Calculate". If you change, add or remove searches, the new price will be calculated automatically. You may also send your price calculation to others.



2) View samples

For certain searches you will note a pdf symbol. When you click on this symbol, a sample search will be displayed and you will gain a first impression of what you may expect.

3) Create favourites

Those searches or country packages which may be required regularly can be saved as favourites in the toolbox after prices have been calculated. At your next visit, you can directly enter your favourites into the shopping cart and order without recollecting them.

4) Convenient ordering

As a registered user, it will not be necessary for you to re-enter personal details in future orders. Your special conditions (such as quantity discounts and loyalty bonuses) will be readily considered during your price calculation.

5) View and administer your data

Under „My Account" you will be able to view the current status of your order and an overview of past orders and invoices. You can also change your contact details, language preference and passwords.

FAQ

I have forgotten my password. What now?

Click on the link "Forgot Password" and send us a message and we shall provide you with your password. In the event of urgency, you may also register afresh. A new account will then be opened. This means that you will not have access to your personal data such as favourites, order history, loyalty discounts etc. Of course, we will consider these details when invoicing.

Tip: Change your password and choose a password which you will remember easily.

What happens when I send my price calculations to others?

The receiver obtains an e-mail containing these prices. Through an embedded link he can then directly access the shopping cart to order the package, respectively add or remove items.

Trademark clearance with i-Search

Trademark clearing projects have become increasingly complex.

More and more countries need to be searched. But a trademark registrable in Germany may be assessed differently in Brazil or elsewhere on linguistic or legal grounds.
Multinational trademark clearance often presents challenges even for trademark professionals. It may be advisable to rely on lawyers who are familiar with the local trademark law and practice. Consequently, trademark clearance across countries often requires a network of experts abroad.

However, it is a long and expensive process to find reliable experts in multiple jurisdictions and establish powerful relationships. In addition, it can be very time-consuming to manage the flood of correspondence with various local specialists in pending projects. Moreover, it is often difficult to interpret searches or legal opinions for foreign countries. Frequently, language barriers in communication have to be overcome and furthermore, different layouts of national search reports have to be unified.

Trademark clearance the easy way:
Multiple countries – 1 report with overall advice.

With i-Search you will handle multinational projects without effort.

S.M.D. Benelux provides international searches with legal opinion, the so-called i-Searches. As an i-Search client you can fully concentrate on the assessment of the results for your country. For other countries the legal opinions of the search results are provided by a legal expert specialised in a particular country.

In this context, we act as facilitators and process optimisers: We maintain contacts with local legal experts and apply your standards to the evaluation of search results. Moreover, we compile the numerous parts of these multinational searches into one uniform report which is easy to read.

i-Search is easy

- ▷ One report for all countries
- ▷ Overall opinion with clear advice
- ▷ Uniform layout for all reports
- ▷ Complete information at hand
- ▷ One invoice even for multinational projects

The key: legal opinions by local experts

Based on national legislation and case law, the local attorneys of our network will investigate your trademark as to the registration options in the countries of your choice. Unintended or undesirable connotations which may be evoked in a particular language will be highlighted.

The strength of multinational i-Search reports is that they include an opinion from a local expert in each country searched – based on national legislation and case law – and an optional opinion on the overall availability of your trademark across jurisdictions.

Aspects investigated

- Inherent registrability
- Linguistic remarks
- Availability for use and registration
- Result / advice

Save time – minimise risk – save money

1 Manage search projects in less time

With i-Search you will spend less time managing internal and external project members or integrating project pieces. You can easily select trademarks available for use and registration.

2 Rely on qualified partners

Our company has profound knowledge in trademark searching and watching as a result of our long-term experience. All of our local partners follow global quality standards. Due to their expertise in the trademark law of their respective jurisdictions and to their knowledge of local practice, customs and language etc. you will benefit from an outstanding quality of legal assessments and recommendations provided. Hence, you can rely on a high level of confidence for your trademark clearance with i-Search.

3 Take advantage of competitive prices

We are practiced in handling large international search projects efficiently. Moreover, we are able to negotiate attractive prices for our partners' services due to our long-term business relationships and a large search volume. Thus, you will save money by outsourcing much of your trademark clearance to S.M.D. Benelux.

"i-Search… allows me to concentrate on providing overall advice to my clients because I do not have to try to interpret search results in jurisdictions where I do not practise. It reduces the risk of a trade mark being adopted because the legal opinion is always provided by an experienced trade mark lawyer in the relevant jurisdiction. It is also very useful that in addition to the opinion on availability for use and registration, it covers inherent registrability and linguistic considerations."

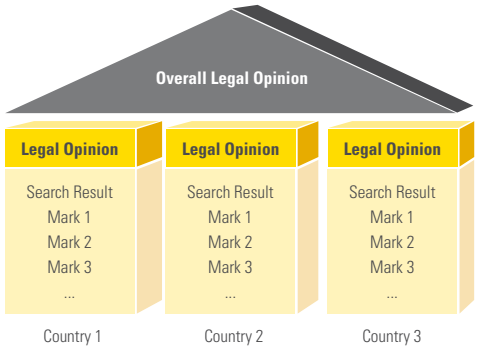
Chris Mc Leod, Director of Trade Marks, Squire Sanders (UK) LLP, London, UK

"I must say, I'm impressed with your products and service!"

Tom Albertini, Partner, Trade Mark Attorney, JA Kemp, London, UK

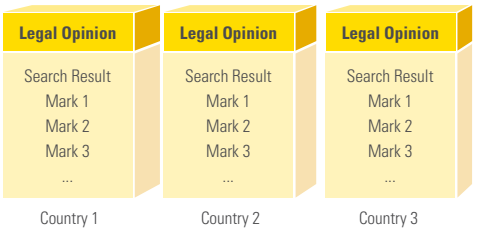
Customise to suit your needs

You can either outsource the whole process of trademark clearance or only selected components. You may write overall recommendations or recommendations for certain countries yourself. The final assessment of the different legal opinions may be compiled by you (i-Search Saver). Alternatively, you may rely on the services of a trademark attorney from our network (i-Search Plus). Searches with legal opinion for single countries are also available. Consequently, you will be able to handle large multinational naming projects with ease.



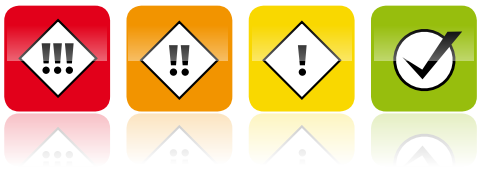
i-Search Plus

Full outsourcing of similarity searches with legal opinion for multinational projects covering a number of countries.



i-Search Saver

Partial outsourcing: The evaluation for your own country and the overall legal opinion are conducted by you.



‚i-Search Easy', the executive version, shows a slightly different legal opinion: The risk that derives from trademarks found is graphically represented by different colours resembling a traffic light.

Search packages	i-Search Plus (8-10 WD)	i-Search Saver (8-10 WD)	i-Search Easy (8-10 WD)
EU 28 (28 countries) Austria, Benelux, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Malta, Poland, Portugal, Romania, Slovak Republic, Slovenia, Spain, Sweden, United Kingdom	8,900 € / 2,750 € 1st class / add. class	7,900 € / 2,450 € 1st class / add. class	6,850 € / 1,850 € 1st class / add. class
Asia Top 9 (9 countries) China, Hong Kong, India, Japan, Malaysia, Singapore, South Korea, Taiwan, Thailand	3,100 € / 2,600 € 1st class / add. class	2,800 € / 2,500 € 1st class / add. class	2,400 € / 2,100 € 1st class / add. class
NAFTA (3 countries) Canada, Mexico, USA (Federal, States and Common Law)	2,700 € / 1,000 € 1st class / add. class	2,400 € / 1,000 € 1st class / add. class	2,000 € / 850 € 1st class / add. class
South America (10 countries) Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay, Venezuela	3,000 € / 2,300 € 1st class / add. class	2,600 € / 2,100 € 1st class / add. class	2,200 € / 1,800 € 1st class / add. class
BRICS (5 countries) Brazil, China, India, Russian Federation, South Africa	2,300 € / 1,250 € 1st class / add. class	1,800 € / 1,050 € 1st class / add. class	1,700 € / 970 € 1st class / add. class

Easy handling of reports

To support your handling of reports across countries, we have developed Work IP. It is a web-based workflow environment. With Work IP you can review and edit search reports from multiple jurisdictions online adapting them to your individual requirements. In this way, you can increase efficiency in analysing and processing large trademark search projects.

Track the status of your order

Communicate directly with project members

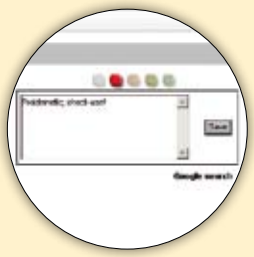
Have critical project pieces available in advance

Review and directly process reports across countries

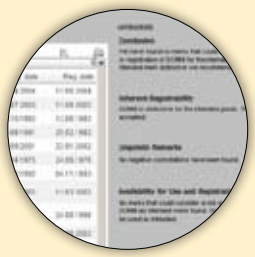
Access in-depth record details with one click

Evaluate search results fast due to traffic-light system

Conduct quick web checks of trademark owner or use



Add your own remarks or legal opinion



Create customised reports

We will be happy to demonstrate how i-Search can increase your efficiency

- ▷ Call us to ask for more information.
- ▷ Give us a list of countries, your trademark and the goods & services.
- ▷ Receive your individual offer.

Felix Spehlmann

+ 49 4102 8048 38

spehlmann@smd-markeur.de

Country Index: Useful Information Source

The guide is widely known among trademark professionals worldwide. It presents an overview of trademark procedures and regulations in more than 180 countries.

In global searching and watching we rely on a network of local attorneys and their experience to, for example, evaluate search results for foreign countries. These experts provide us with details regarding their respective jurisdictions. We make this information available on www.country-index.com to a growing global community of trademark professionals.

The site offers an overview of trademark regulations in 183 countries worldwide. Trademark attorneys as well as trademark owners use it for reference purposes in their daily work. Our bi-monthly e-mail newsletter informs our readers of the latest developments in international trademark law and regulations. Currently, the Country Index newsletter provides more than 6,400 professionals with relevant and up-to-date high-class IP news. We will be happy to keep you posted as well.

More than 360 local attorneys keep us updated on amendments of trademark legislation and regulations in 183 countries. With their assistance we were also able to add numerous countries to our website.

New Surveys

Afghanistan
Antigua & Barbuda
Aruba
Azerbaijan
Bahamas
Bangladesh
Brunei
Ethiopia
Grenada
Haiti
Madagascar
Myanmar
Namibia
San Marino
Sri Lanka
Suriname
Trinidad & Tobago
Uganda
Vanuatu

Recently, we have compiled various publications covering specific aspects of trademark practice and management.

The **Grace Periods Guide** informs about trademark renewals in more than 140 countries. It answers the following questions: What is the regular time and what are the formal requirements for renewals? Are renewals published? How long is the grace period and when does it start? How much is the late renewal fee? What is the procedure after the expiry of the grace period? Will the owner or agent be notified of a pending cancellation due to the non-payment of fees?
Available as a pdf-file (75 EUR)

The **Trademark Licensing Guide** provides practical details on licensing procedures for 110 jurisdictions. The rights and obligations of the brand owner and its licensee are outlined. It answers the following questions: Is a specific form required for a licence agreement? Are there statutory provisions or common law principles prescribing the terms of licensing? Is a licence required to be recorded with the trademark office? When does a licence become effective against third parties? What is the licensee's legal position in infringement proceedings?
Available as a handbook or pdf-file (75 EUR)

The **Dependent Territories Guide** encompasses trademark and background information on 50 (former) dependent territories of Australia, Denmark, Finland, France, the Netherlands, New Zealand, Norway, the UK and the USA. The following questions are answered: Does an own trademark law exist? Are national trademarks of the parent country, CTMs or IRs recognised? How long is the opposition period against an IR designating the territory?
Available as a handbook or pdf-file (49 EUR)

On www.country-index.com you may order our publications or by e-mail to info@country-index.com.

Become a part of the Country Index network!

Of course, you are cordially invited to join our Country Index network of trademark professionals and actively assist us in providing our loyal users with trademark related information on your country. Your law firm will be acknowledged and you may gain even more reputation among our growing international Country Index community. There are various options to join in:

- ▷ Send us your own trademark related article for publication on the website (free of charge)
- ▷ Check the survey of your home country
- ▷ Contribute to our publications

Get listed as a partner

You may even use the Country Index website to promote your trademark expertise to potential clients. Therefore, it may be an interesting opportunity to become Country Index partner.

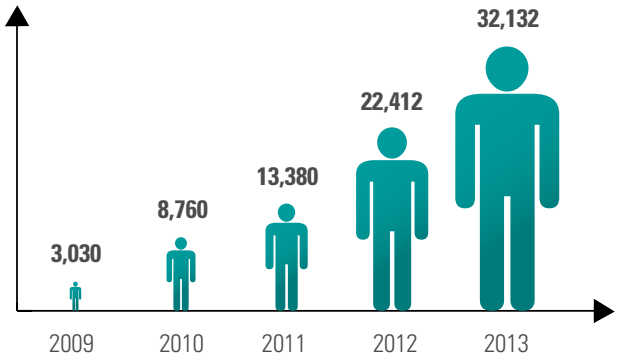
As a Country Index partner, your law firm is featured on the website next to your home country page. In this way, you may take advantage from increased visibility to trademark owners or law firms, who are in search of information on your country. They may directly get in touch with you for further legal assistance.

Three levels of partnerships are available: Bronze, Silver and Gold Partnership. They each imply different advertising options, such as contact details, a company profile or a direct link to your own website etc.

Please visit our website www.country-index.com for more information.

Country Index partners benefit from an exposure to a growing international readership. The site has more than 32,000 visitors per month. Of these users, 34 per cent emanate from Western Europe, 26 per cent from America, 23 per cent from Asia and 7 per cent from Eastern Europe. All new partners are announced in the newsletter, which is sent out to more than 6,400 readers (status March 2013).

Visits per month



"The Country Index website, newsletter and publications have become useful sources of information for trademark owners and multinational law firms."

Miriam Hölscher

+ 49 4102 8048 27

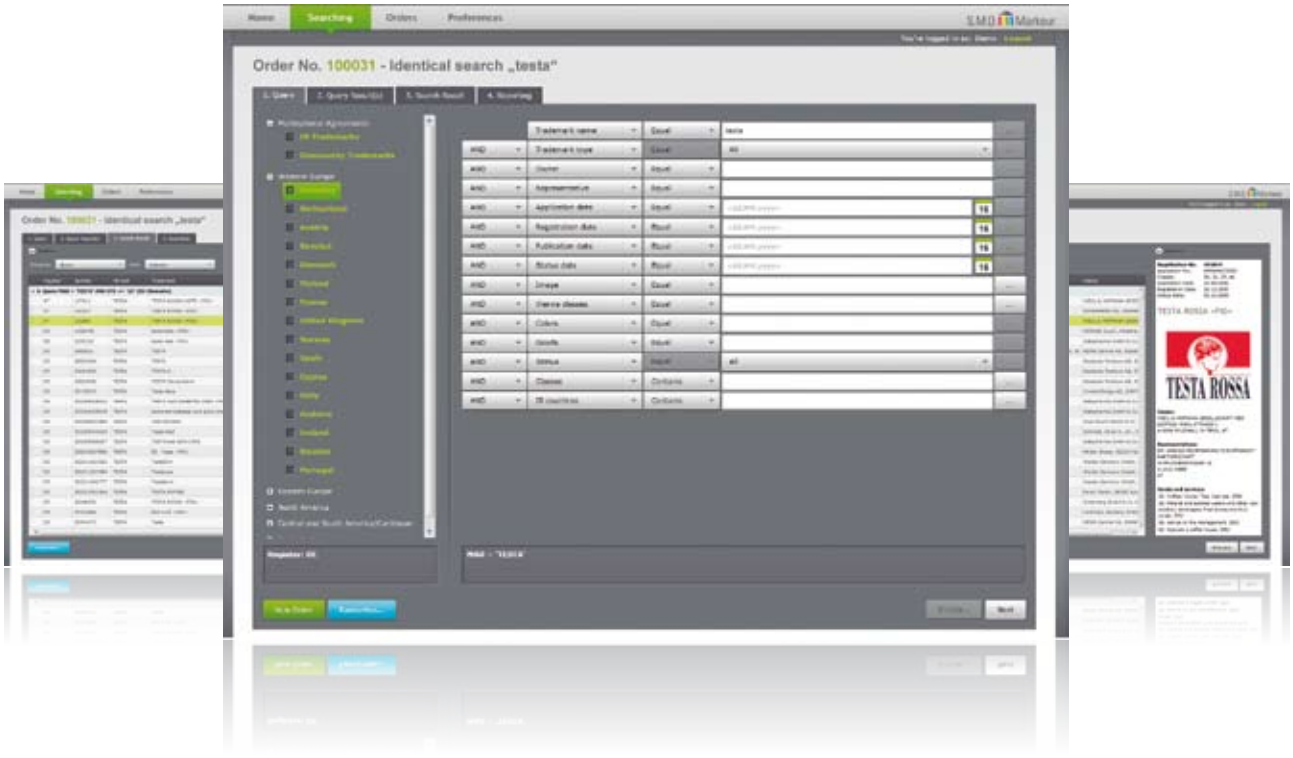
hoelscher@smd-markeur.de

Further products and services of interest

New Search Portal

With our new search portal, you may easily conduct searches, view and edit reports and order searches on one single platform. It combines and enhances the functionalities of some of our popular software applications. The search quality was again improved. The portal is completely internet based. There is no necessity to install a search program on your computer. This facilitates the use of the portal particularly for large enterprises with a central software administration.

When conducting a search, you may yourself influence the amount of trademarks found by choosing the desired degree of similarity. Potentially colliding trademarks may be classified by means of different colours according to the risk deriving from them. You may compile your own search reports more flexibly and define different contents and formats. Several search results may easily be combined into one report. From your order history, you can directly access previous search results.



S.M.D. Data Service

In our daily business we manage large amounts of trademark data. Consequently, we have become experts in efficient data maintenance. Trademark data often has to be imported into computer systems manually. This is a huge task and may result in incorrect data entries, typing errors etc. Further, separate trademark software applications are often incompatible and therefore the data has to be entered into each of them.

Our S.M.D. Data Service assists in solving this problem. You will be able to manage trademark data quickly and efficiently. We send you the current official data of the local patent and trademark offices in XML-format, which can easily be imported into and interpreted by all trademark software applications. In this way the trademark information in your computer systems can be kept on track without effort.

Contact us

HEADQUARTERS
S.M.D. Markeur
Schutz Marken Dienst GmbH
Manhagener Allee 76 a
22926 Ahrensburg
Germany

Tel. + 49 4102 8048 0
Fax + 49 4102 8048 35
info@smd-markeur.de
www.smd-markeur.de

MUNICH OFFICE
Oberföhringer Straße 155
81925 Munich
Germany

Tel. + 49 89 9105 92 80
Fax + 49 89 9105 92 12

SUBSIDIARY
S.M.D. Benelux B.V
Drentsestraat 4
3818 EH Amersfoort
Netherlands

Tel. + 31 33 465 61 87
Fax + 31 33 465 96 24
info@smd-benelux.com
www.smd-benelux.com

HEAD OF RESEARCH DEPARTMENT

Anne Maria Wendroth
Tel. + 49 4102 8048 19
wendroth@smd-markeur.de

HEAD OF WATCHING DEPARTMENT

Robert Keller
Tel. + 49 4102 8048 18
keller@smd-markeur.de

HEAD OF INTERNATIONAL SEARCHING
Patents – Utility Models – Industrial Designs

Dr. Uwe Gerdts
Tel. + 49 4102 8048 17
gerdts@smd-markeur.de

INTERNATIONAL RELATIONS

Felix Spehlmann
Tel. + 49 4102 8048 38
spehlmann@smd-markeur.de

Josephine Liholm, LL.M.
Tel. + 49 4102 8048 24
liholm@smd-markeur.de

SALES

Carsten Schönwald
Tel. + 49 4102 8048 26
schoenwald@smd-markeur.de

Since 1949,
intellectual property has been our business.

We search, monitor and provide information
on trademarks, companies, domains, patents,
industrial designs and other IP rights.

IP professionals worldwide,
whether in law firms, branding agencies or
industry: all benefit from our high quality,
efficient services and innovative products.

It takes only a few steps to protect your ideas.

S.M.D. Markeur

S.M.D. Markeur I Schutz Marken Dienst GmbH I Manhagener Allee 76a I 22926 Ahrensburg I Germany
Tel.: +49 4102 8048-0 I Fax: +49 4102 8048-35
info@smd-markeur.de I www.smd-markeur.de