



# Searching for Trademarks: Make the Most of WIPO's Global Brand Database

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# What will we cover?

- ❖ What is GBD?
- ❖ How to search
- ❖ Tools
- ❖ Short demo
- ❖ How to read results
- ❖ Q&A

# What is GBD?

A database containing access to **81** different data sources, including:

- International trademarks under the [Madrid System](#) (WO)
  - Trademarks from participating national and regional offices (ES, CH, EM, OAPI)
  - Appellations of origin and Geographical Indications under the [Lisbon system](#)
  - Emblems such as flags/coats of arms under [6ter](#)
  - [INNs](#) (International Nonproprietary Names) of the World Health Organization
- The GBD is not a real-time display of all global and existing trademarks.

# A quick look at GBD - Settings



Home > Global Brand Database > Search

## Global Brand Database

QUICK SEARCH BY BRAND NAME BY BRAND LOGO BY GOODS AND SERVICES ADVANCED SEARCH EXPLORE DATA COVERAGE TOOLS

Searching Trademark applications, appellations of origin, emblems and international non-proprietary names. Covering 64,783,875 records from 80 data sources. [Check our data coverage](#)

Brand name	Owner	Number	Combined	
Search by brand name ...				Search
Ex: wipo, wip*, w?po				

### 4 NEW COLLECTIONS NOW AVAILABLE

February 27, 2024

The national collections of Sao Tome & Principe and Belize, as well as the regional collections of ARIPO and OAPI are now available in the Global...

[Earlier news](#)



# A quick look at GBD - Settings

## Global Brand Database

QUICK SEARCH BY BRAND NAME BY BRAND LOGO BY GOODS AND SERVICES ADVANCED SEARCH EXPLORE DATA

Searching Trademark applications, appellations of origin, emblems and international non-proprietary names. Covering €

Brand name	Owner	Number	Combined
Search by brand name ... <input type="button" value="Search"/>			
Ex: wipo, wip*, w?po			

- Contact Us
- FAQs
- News
- User Reference Guide
- Terms of use

- عربي
- Deutsch
- English
- Español
- Français

- Bahasa Indonesia
- 日本語
- Português
- Română
- Русский
- 中文

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# A quick look at GBD - Coverage



Home > Global Brand Database > Search

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[Earlier news](#)

# A quick look at GBD - Coverage

## ▼ Africa

### INNORPI (TUNISIA)

Number of records 115,725  
Coverage from December 3, 1956  
Coverage to March 22, 2022



[Search and Explore this Dataset](#)

### MoC (ESWATINI)

Number of records 20,541  
Coverage from March 27, 1924  
Coverage to April 24, 2018

[S](#)

### DoRG (GAMBIA (THE))

Number of records 8,707  
Coverage from January 26, 1900  
Coverage to December 31, 2018



[Search and Explore this Dataset](#)

### SENAPI (SAO TOME AND PRINCIPE)

Number of records 7,196  
Coverage from January 1, 2000  
Coverage to February 5, 2024

[S](#)

### DoRG (GHANA)

Number of records 31,225  
Coverage from March 13, 1863  
Coverage to October 5, 2023



**Ghana Copyright Office**  
Protecting your Intellectual Property

[Search and Explore this Dataset](#)

### KIPI (KENYA)

Number of records 95,163  
Coverage from February 28, 1913  
Coverage to January 10, 2021

[S](#)

### CIPA (BOTSWANA)

Number of records 40,506  
Coverage from March 4, 1876  
Coverage to February 15, 2022



[Search and Explore this Dataset](#)

### DoRG (SUDAN)

Number of records 23,762  
Coverage from January 1, 1931  
Coverage to December 5, 2017

[S](#)

### ZIPO (ZIMBABWE)

Number of records 74,456  
Coverage from February 25, 1898  
Coverage to November 19, 2020



[Search and Explore this Dataset](#)

### PACRA (ZAMBIA)

Number of records 27,197  
Coverage from March 24, 1883  
Coverage to March 22, 2024

[S](#)

### BIPA (NAMIBIA)

Number of records 65,220  
Coverage from January 2, 1924  
Coverage to May 21, 2021



**BIPA**  
BUSINESS AND INTELLECTUAL  
PROPERTY AUTHORITY  
Protecting Entrepreneurship and Innovation

[Search and Explore this Dataset](#)

### IPI (MOZAMBIQUE)

Number of records 68,677  
Coverage from January 3, 1998  
Coverage to May 11, 2023

[S](#)

# A quick look at GBD - Search in specific dataset

## Global Brand Database

[QUICK SEARCH](#) [BY BRAND NAME](#) [BY BRAND LOGO](#) [BY GOODS AND SERVICES](#) [ADVANCED SEARCH](#) [EXPLORE](#) [DATA COVERAGE - SENAPI \(ST\)](#) [TOOLS](#)



Searching 7,196 Trademark applications from IP Office SENAPI (Sao Tome and Principe). [Check our data coverage](#)

Brand name	Owner	Number	Combined
Search by brand name ... <input type="button" value="Search"/>			
Ex: wipo, wip*, w?po			

**4 NEW COLLECTIONS NOW AVAILABLE** February 27, 2024

The national collections of Sao Tome & Principe and Belize, as well as the regional collections of ARIPO and OAPI are now available in the Global Brand Database. Check t...

[Earlier news](#)



# Quick search

This type of search allows you to search for a brand name, an owner or a specific registration number.

## Global Brand Database

**QUICK SEARCH**

BY BRAND NAME

BY BRAND LOGO

BY GOODS AND SERVICES

ADVANCED SEARCH

EXPLORE

DATA COVERAGE

TOOLS

Searching Trademark applications, appellations of origin, emblems and international non-proprietary names. Covering 64,787,272 records from 80 data source

Brand name

Owner

Number

Combined

Search by brand name ...

Search

Ex: wipo, wip\*, w?po

# Quick search results

Brand name : contains the word 'aida'

Edit your search

TMview

Displaying 1-30 of 1,365 results (Most relevant first)

Change layout Sort results Results per page Download results

Results view

Statistics view

## « FILTERS

▶ APPLICATION DATE (81)

▶ DESIGNATION COUNTRY (104)

▶ EXPIRY DATE (211)

▶ FEATURE (8)

▶ IP OFFICE (55)

▶ KIND (3)

▶ NICE CLASSIFICATION (45)

▶ OWNER (15)

▶ OWNER COUNTRY CODE (63)

Select all

			Aida	AĪDA	AĪDA	AIDA		AIDA	AIDA	AIDA	AIDA
AIDA	AIDA	AIDA	AIDA				AIDA	AIDA			
AIDA		AIDA	AIDA	AIDA	AIDA						

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# Quick search

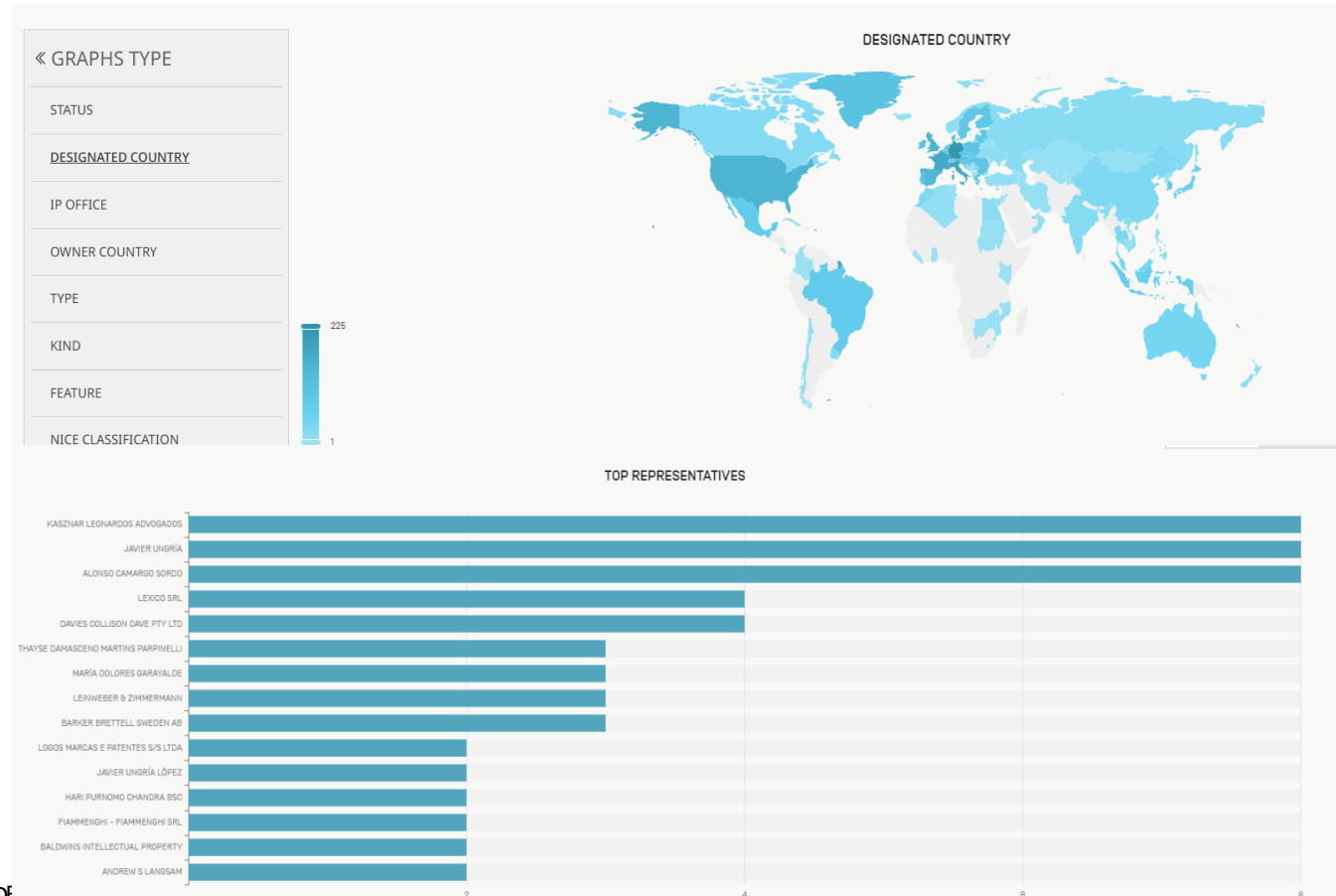
« FILTERS

- ▶ APPLICATION DATE (41)
- ▶ DESIGNATION COUNTRY (43)
- ▶ EXPIRY DATE (211)
- ▶ FEATURE (6)
- ▶ IP OFFICE (19)
- ▶ KIND (4)
- ▶ NICE CLASSIFICATION (45)
- ▶ OWNER (15)
- ▶ OWNER COUNTRY CODE (22)
- ▶ REGISTRATION DATE (201)
- ▶ REPRESENTATIVE (15)
- ▶ STATUS (5)
- ▶ TYPE (2)

Filtering helps narrow down the results, for example selecting:

- An IP Office
- A Nice Class
- The owner of the trademarks
- The status

The Statistics View will show you the aggregated data, which can also be filtered



# Search by Brand Name

This type of search allows you to search for brand names with different search strategies.

## Global Brand Database

QUICK SEARCH **BY BRAND NAME** BY BRAND LOGO BY GOODS AND SERVICES ADVANCED SEARCH EXPLORE DATA COVERAGE TOOLS

Search by complex phrases or simple words and find different similarities.

Brand name

Search strategy

- Embedded (results contain entered term)
- Match exact expression
- Fuzzy (results are spelled similarly to entered term)
- Phonetic (matches sound like entered term)
- Stemming (results share the same stem or root like the entered term)

Owner name

Designation country - Start typing for suggestions

Optional filters

Nice classification - Start typing for suggestions

Goods and services

Example: footwear, computer AND (software OR program\*) AND NOT hardware, ...

# Search by Brand Name

Search by complex phrases or simple words and find different similarities.

Brand name

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- Embedded (results contain entered term)
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Owner name

Designation country - Start typing for suggestions

Nice classification - Start typing for suggestions

Goods and services

Example: footwear, computer AND (software OR program\*) AND NOT hardware,  
...

Different types of search can help you find ideas for brand names, find a brand you know the name of, or find a brand you don't know the spelling of.



# Embedded (contains entered term)

Brand name : contains the word 'terra'

Displaying 1-120 of 22,178 results (Recent first)

Change layout Sort results Results per page Download results Results view Statistics view

Select all

TERRA LOCALIZATIONS	TERRA LABS	ZEATERRA	TERRA IRUKI	TERRA AVAN	TERRA TRIBU	Terra Imagina	GRUPPO PASTORALE	TERRA-PEGS	X-TERRA VOYAGER	TERRA CHARTERS	TERRA MAESTRO
Terra Dolce	Sal Da Terra TCE	N/A	Flaminio terra	TERRA SOL	Terra Deck	MY TERRA	TERRA DI SAPORE RISTORANTE	4TERRA OVERLAND	TREE FREE TERRA	TERRA VIVA galeria	TERRA SANIA
X-TERRA VOYAGER	Terra Dolce	TERRA BRANCA	TERRA CONSULTING	TERRA CARDIAL	TERRA CARDIAL	TERRA O CONSULTING	MONARCH BELLA TERRA	TERRA	TERRA	Roto Organica	Huma-Terra

From "terra" we get results containing the term but also:

- Terra Labs
- Terra Iruki
- Terra Dolce
- Huma-Terra

# Match exact expression

Brand name : is matching exact expression 'flower'

Displaying 1-60 of 339 results (Most relevant first)

Change layout Sort results Results per page Download results Results view Statistics view

Select all

FLOWER	flower	flower	FLOWER	FLOWER	FLOWER	FLOWER	FLOWER	flower	FLOWER	flower	flower
FLOWER	flower	FLOWER	FLOWER	FLOWER	FLOWER	flower	FLOWER	flower	FLOWER	FLOWER	FLOWER
FLOWER	flower	flower	FLOWER	FLOWER	FLOWER	FLOWER	FLOWER	flower	FLOWER	FLOWER	flower

Only results with the exact term "Flower" will appear.

The order of the characters and spacing between them will be respected, and brand names shorter or longer than the term will be excluded

# Fuzzy (results are spelled similarly than search)

Brand name : contains word that resembles 'foam'

Displaying 1-120 of 16,648 results (Most relevant first)

Change layout Sort results Results per page Download results

Results view Statistics view

<input type="checkbox"/> Select all											

From "Foam", results with different letter order or a few different letters appear. Excludes exact matches\*.

- Fiam Faam
- Foma
- Mao Mao
- Flam

# Phonetic (matches sound like searched term)

Brand name : contains word that sounds like 'coco'

Displaying 1-60 of 390,552 results (Most relevant first)

Change layout Sort results Results per page Download results

Results view Statistics view

<input type="checkbox"/> Select all											

From "coco" we get:

- Coca-cola
- Cocoo
- Coca pura
- Co-co grill

# Stemming (results share same root or stem of word)

From “Teaching” radical  
“Teach” is extracted. Results  
can include:

- Teachly
- Teache
- Teacher
- Teach-r

Brand name : contains word with the same radical as 'teaching'

Displaying 1-60 of 4,315 results (Most relevant first)

Change layout Sort results Results per page Download results


Results view Statistics view

Select all


# Search by Brand Logo

QUICK SEARCH BY BRAND NAME **BY BRAND LOGO** BY GOODS AND SERVICES ADVANCED SEARCH EXPLORE DATA COVERAGE TOOLS

You can upload an image of the brand's logo you want to find similar registrations. Then, refine the search by similarity with the options that will appear to the right. To classify images with Vienna codes, you can use our AI-based tool: [Vienna Classification Assistant](#).

Drag & drop your image here, or 

Find an existing trademark through a logo image, or see how similar your logo is to other registered trademarks.

Vienna classification - Start typing for suggestions

US designs classification - Start typing for suggestions

Owner name

Designation country - Start typing for suggestions

Nice classification - Start typing for suggestions

Goods and services

Example: footwear, computer AND (software OR program\*) AND NOT hardware, ...

Reset Search

You can add filters before the search to narrow down the results

# Search by Brand Logo

You can upload an image of the brand's logo you want to find similar registrations. Then, refine the search by similarity with the options that will appear to the right. To classify images with Vienna codes, you can use our AI-based tool: [Vienna Classification Assistant](#).



Search strategy

- Conceptual similarity (determined by AI to match similar concepts)
- Shape similarity (similar lines with similar distribution - ignores colors)
- Color similarity (similar colors with similar distribution)
- Composite similarity (composite analysis based on color and edge information)

Edit the shape of the logo

Draw and adjust the shape you want to fill



- Rectangle
- Ellipse
- Free polygon

- Crop!
- Fill...




# Search by Brand Logo

(ar) STARBUCKS, (en) STARBUCKS

Return to results   Download PDF   Open in a new tab   ← 2 / 3,619 →

REGISTERED TRADEMARK - ITDA (Egypt)

210 Serial number EG/093927	220 Application date January 9, 1995	540 Reproduction of the mark 
111 Registration number 093927	450 Publication date October 7, 2004	541 Reproduction of the mark where the mark is represented in standard characters (ar) STARBUCKS, (en) STARBUCKS
551 Kind of mark Individual	151 Registration date December 11, 2004	<a href="#">Find similar logos</a>
550 Type of mark Combined	180 Expiry date January 9, 2015	
511 Nice classification - NCL 30		

You can upload an image of the brand's logo you want to find similar registrations. Then, refine the search by similarity with the options that will appear to the right. To classify images with Vienna codes, you can use our AI-based tool: [Vienna Classification Assistant](#).



- Search strategy
- Conceptual similarity (determined by AI to match similar concepts)
  - Shape similarity (similar lines with similar distribution - ignores colors)
  - Color similarity (similar colors with similar distribution)
  - Composite similarity (composite analysis based on color and edge information)

Vienna classification - Start typing for suggestions	US designs classification - Start typing for suggestions
Owner name	Designation country - Start typing for suggestions
Nice classification - Start typing for suggestions	Goods and services

# Similarity strategies

Original:



• Concept:



AI based similarity

• Shape:



Similar lines,  
ignores color

• Color:



Similar colors with  
similar distribution

• Composite:



Composition based  
on color and lines

# Search by Goods and Services

You can enter goods and services terms to find trademarks. If you are looking for terms for a new trademark, you can use our AI-based tool: [Global G&S Terms Explorer](#).

Goods and services

Example: footwear, computer AND (software OR program\*) AND NOT hardware,  
...

Match exact expression

Only records younger than

6 months ▾

6 months

1 year

2 years

3 years

5 years

7 years

10 years

15 years

20 years

IP office - Start typing for suggestions

Find trademarks registered under specific Good and Services. You can narrow it to specific IP Offices.

# Search by Goods and Services




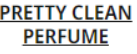

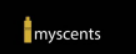
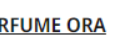

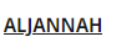

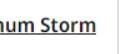

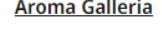
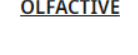




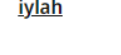
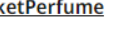
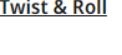
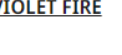
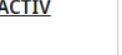
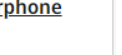

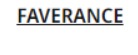
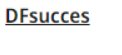
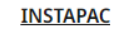


QUICK SEARCH BY BRAND NAME BY BRAND LOGO **BY GOODS AND SERVICES** ADVANCED SEARCH EXPLORE DATA COVERAGE TOOLS

Goods and services : 'perfume' Edit your search TMview

Displaying 1-30 of 212,436 results (Most relevant first)

Change layout Sort results Results per page Download results Results view Statistics view

Select all

« < Page 1 / 7082 > »

A quick search for goods and services which include “perfume” will show trademarks regardless of their name, owner, logo... filtering helps narrow down!

# Advanced search

An advanced search allows you to tailor your search to include different types of fields. It uses BOOLEAN logic AND/OR.

- Free text :
- Brand name**
- Goods and services
- Owner
- Representative
- Miscellaneous :
- Feature
- Status
- Type
- Classification :
- Nice classification
- US designs classification
- Vienna classification
- Country :
- Designation country
- IP office
- Owner country code
- Reference office
- Date :
- Application
- Expiry
- Registration
- Termination
- Number :
- Application
- Priority
- Registration

## Database

HOME BY BRAND LOGO BY GOODS AND SERVICES **ADVANCED SEARCH** EXPLORE DATA COVERAGE TOOLS

- contains the word
- contains the word**
- is matching exact expression
- contains word that resembles
- contains word that sounds like
- contains word with the same radical as

+ ADD A ROW

## Sort by

- Image / logo similarity
- Most relevant first
- Least relevant first
- Recent first
- Oldest first
- ST13 descending
- ST13 ascending



# Advanced search

## Searching for

**Brand name** : contains the word 'star'

or :

**Brand name** : contains the word 'starry'

and :

**Designation country** : all of (ES) Spain, (BE) Belgium

and :

**Status** : Registered

Search

OR	Brand name	contains the word	star
	Brand name	contains the word	starry
+ ADD A ROW			
AND	Designation country	all of	Designation country - Start typing for suggestions X (ES) Spain X (BE) Belgium
	Status	<input type="checkbox"/> Ended <input type="checkbox"/> Expired <input type="checkbox"/> Pending <input checked="" type="checkbox"/> Registered <input type="checkbox"/> Unknown	

+ ADD A ROW

Convert to AND/OR

# Advanced search

Brand name : contains the word 'star'  
or :  
Brand name : contains the word 'starry'  
and :  
Designation country : all of (ES) Spain, (BE) Belgium  
and :  
Status : Registered

Edit your search

TMView

Displaying 1-30 of 1,884 results (Most relevant first)

Change layout Sort results Results per page Download results

Results view

Statistics view

Select all

STARRY				starry			Starry Colors	STARRY-EYEZ	STARRY NIGHT	STARRY NIGHT	STARRY NIGHT FOUNDATION
SENTINELS OF THE STARRY SKIES				STAR			STAR		STAR		
STAR		STAR			STAR						

« < Page 1 / 63 > »

You can add more filters on the FILTERS tab or you can Edit your search to change/remove criteria.

# Wildcards

- \* : any character any number of times
  - Nike\* = Niken, Nickel, Nikeland
  - Starbuck\* = Starbucks, Starbucks coffee
  - Apple\* = Apple promotion, Apple lightning, Applewoods
- ? : any character exactly one single time
  - Adid?s = Adidas
  - A??le = Amble, Atole, Antle, Aigle, Agile

# Special Characters

\ : indicate space between words, can be combined with wildcards

Exact searching for "red\*green\ blue" will match brands starting with "red," followed by any characters(\*), then "green," and ending with "blue."

**Space** character means:

With special characters = OR

No special characters = exact search

"red green blue" will only show brands containing the three terms

"red\* green blue" will match brands containing "red" and other characters(\*) OR green OR blue.

Wildcards and special characters are useful but also complex to use. An extra space or a minor change can give completely different results. Always use with exact search!

# Tools

## Global Brand Database

QUICK SEARCH BY BRAND NAME BY BRAND LOGO BY GOODS AND SERVICES ADVANCED SEARCH EXPLORE DATA COVERAGE **TOOLS**

- ↓ REPORTS
- ↓ VIENNA CLASSIFICATION ASSISTANT
- ↓ GLOBAL G&S TERMS EXPLORER

Searching Trademark applications, appellations of origin, emblems and international non-proprietary names. Covering 64 countries and territories. [View our data coverage](#)

Brand name	Owner	Number	Combined
Search by brand name ... <span>Search</span>			
Ex: wipo, wip*, w?po			

# Tools - Reports



**FILTERS** Add to report Cancel

Add those 4 entries to the report :

New report : Report name Starbucks

Add to report

Select all

<b>STARBUCKS</b> <input checked="" type="checkbox"/>		<input checked="" type="checkbox"/> <u>STARBUCKS</u>	<input checked="" type="checkbox"/> <u>STARBUCKS</u>	<input checked="" type="checkbox"/> <u>STARBUCKS</u>	<u>STARBUCKS</u>	<u>STARBUCKS</u>	<u>STARBUCKS</u>		<u>STARBUCKS</u>	<u>STARBUCKS</u>	<u>STARBUCKS</u>
<u>STARBUCKS</u>	<u>STARBUCKS</u>	<b>STARBUCKS</b>	<u>STARBUCKS</u>	<u>STARBUCKS</u>	<u>STARBUCKS</u>	<u>STARBUCKS</u>	<u>STARBUCKS</u>	STARBUCKS	<u>STARBUCKS</u>	<u>STARBUCKS</u>	<u>STARBUCKS</u>
<u>STARBUCKS</u>	<u>STARBUCKS</u>	<b>STARBUCKS</b>	<u>STARBUCKS</u>	<u>STARBUCKS</u>	<u>STARBUCKS</u>						

« < Page 1 / 121 > »

Conduct search -> Select multiple results -> Click on "Add to report" -> Give a name -> Select "Add to report" again



# Tools - Reports

QUICK SEARCH BY BRAND NAME BY BRAND LOGO BY GOODS AND SERVICES ADVANCED SEARCH EXPLORE DATA COVERAGE TOOLS

↓ REPORTS

↓ VIENNA CLASSIFICATION ASSISTANT

↓ GLOBAL G&S TERMS EXPLORER

▼ Starbucks (4)

Download PDF

Download Excel

Delete

Select all

**STARBUCKS**

Owner ستاربيكس كورپوريشن شركة مساهمة (USA)  
Nice class 30

IPR National Trademark Registration  
Designation country Egypt  
Status  Registered (December 11, 2004)  
Number 093927



**STARBUCKS**

Owner Starbucks Corporation (USA)  
Nice class 33

IPR National Trademark Registration  
Designation country Australia  
Status  Registered (August 13, 2003)  
Number 965853

**STARBUCKS**

Owner Starbucks Corporation (USA)  
Nice class 9, 16, 18, 29, 32, 35, 41, 42

IPR National Trademark Registration  
Designation country Australia  
Status  Registered (October 4, 1996)  
Number 718963

**STARBUCKS**

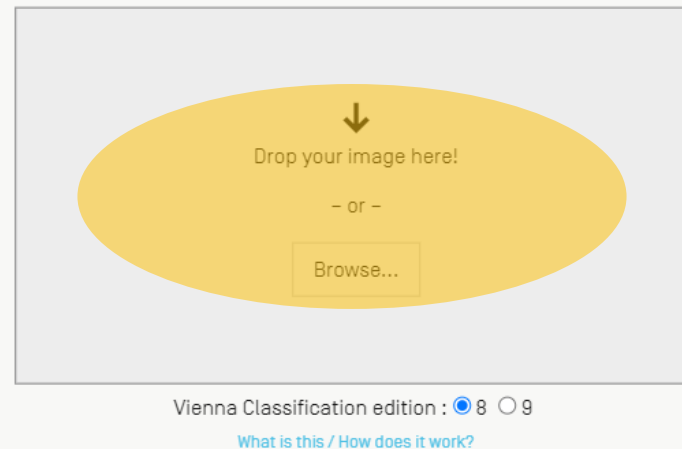
Owner ستاربيكس كورپوريشن (USA)  
Nice class 18

IPR National Trademark Registration  
Designation country UAE  
Status  Registered (December 18, 1999)  
Number 022982

STARBUCKS

# Tools – Vienna Classification Assistant

Home > Vienna Classification Assistant




A new [artificial intelligence](#) (AI)-based tool to help users classify trademark images according to the Vienna Classification more easily

# Tools – Vienna Classification Assistant

Home > Vienna Classification Assistant

aida.PNG



Edit/crop... Clear

Options

Quick add...

Select suggested sections

or start a manual selection on the right.

<b>1</b> ★★★ CELESTIAL BODIES, NATURAL PHENOMENA, GEOGRAPHICAL MAPS	<b>2</b> ★ HUMAN BEINGS	3 ANIMALS	4 SUPERNATURAL, FABULOUS, FANTASTIC OR UNIDENTIFIABLE BEINGS	5 PLANTS
6 LANDSCAPES	7 CONSTRUCTIONS, STRUCTURES FOR ADVERTISEMENTS, GATES O...	8 FOODSTUFFS	9 TEXTILES, CLOTHING, SEWING ACCESSORIES, HEADWEAR, FOOTWEAR	10 TOBACCO, SMOKERS' REQUISITES, MATCHES, TRAVEL GOODS, FANS, TOIL...
11 HOUSEHOLD UTENSILS	12 FURNITURE, SANITARY INSTALLATIONS	13 LIGHTING, WIRELESS VALVES, HEATING, COOKING OR REFRIGERATING EQUIPME...	14 IRONMONGERY, TOOLS, LADDERS	15 MACHINERY, MOTORS, ENGINES
16 TELECOMMUNICATIONS, SOUND RECORDING OR REPRODUCTION,...	17 HOROLOGICAL INSTRUMENTS, JEWELRY, WEIGHTS AND MEASURES	18 TRANSPORT, EQUIPMENT FOR ANIMALS	19 CONTAINERS AND PACKING, REPRESENTATIONS OF MISCELLANEOUS PRODUCTS	20 WRITING, DRAWING OR PAINTING MATERIALS, OFFICE REQUISITES, STATIONERY...
21 GAMES, TOYS, SPORTING ARTICLES, ROUNDABOUTS	22 MUSICAL INSTRUMENTS AND THEIR ACCESSORIES, MUSIC ACCESSORIES, BELLS,...	23 ARMS, AMMUNITION, ARMOUR	<b>24</b> ★ HERALDRY, COINS, EMBLEMS, SYMBOLS	25 ORNAMENTAL MOTIFS, SURFACES OR BACKGROUNDS WITH ORNAMENTS
26 ★ GEOMETRICAL FIGURES AND SOLIDS	<b>27</b> ★★★★★ FORMS OF WRITING, NUMERALS	28 INSCRIPTIONS IN VARIOUS CHARACTERS	29 ★★★ COLOURS	

# Tools – Vienna Classification Assistant

Home > Vienna Classification Assistant



Options

Quick add...

Select suggested sections

or start a manual selection on the right.

Back [Esc.]

## 27 - FORMS OF WRITING, NUMERALS

CLASSIFICATION	DESCRIPTION <small>Search / filter...</small>	CONFIDENCE
27.5	LETTERS PRESENTING A SPECIAL FORM OF WRITING <small>Suggested</small> Note : Includes both one or more letters and a series of letters forming a word.	*****
27.5.1	Letters presenting a special form of writing <small>Suggested</small>	***
27.5.13	Letters in the form of a signature, illegible signatures	**
27.5.5	Letters containing written or typographical matter	**
27.5.10	Series of letters in different dimensions	*
27.5.7	Letters surmounted by a sign of disproportionate size	*
27.5.2	Letters written in double outline	*
27.5.22	Monograms formed of intertwined, overlapping or otherwise combined letters	*
27.5.4	Letters embellished or decorated with a drawing or composed of a collection of drawings	*
27.5.25	Letters presenting some other special form of writing	*
27.3	LETTERS OR NUMERALS REPRESENTING A HUMAN BEING, AN ANIMAL, A PLANT, A HEAVENLY BODY, A NATURAL PHENOMENON OR AN OBJECT Note : Includes also punctuation marks representing a human being, an animal, a plant, a heavenly body, a natural phenomenon or an object. Note : Includes both a single letter, a single numeral or a single punctuation mark and a group of letters, a group of numerals or a group of punctuation marks representing a human being, an animal, a plant, a heavenly body, a natural phenomenon or an object.	*
27.5.15	Series of letters separated from one another other than by a single space	*
27.5.3	Letters in relief or shaded	*
27.5.21	One letter	*
27.5.9	Series of letters presenting different forms of writing	*
27.1	LETTERS OR NUMERALS FORMING GEOMETRICAL FIGURES, WRITTEN OR TYPOGRAPHICAL MATTER IN PERSPECTIVE Note : Includes both a single letter or a single numeral and a group of letters or a group of numerals.	*
27.5.11	Letters underlined, overlined, framed or barred by one or more strokes	*

# Tools – Vienna Classification Assistant

Home > Vienna Classification Assistant



Options

Quick add...

## Selected

CLASSIFICATION	DESCRIPTION
27.5	LETTERS PRESENTING A SPECIAL FORM OF WRITING
1.1	STARS, COMETS
29.1	COLOURS

(Rows can be rearranged before export, try dragging them)

Export as CSV   Copy to clipboard   Clear selected list

1 ★★★

CELESTIAL BODIES, NATURAL PHENOMENA, GEOGRAPHICAL MAPS

✓

2 ★

HUMAN BEINGS

✓

3

ANIMALS

4

SUPERNATURAL, FABULOUS, FANTASTIC OR UNIDENTIFIABLE BEINGS

5

PLANTS

6

LANDSCAPES

7

CONSTRUCTIONS, STRUCTURES FOR ADVERTISEMENTS, GATES O...

8

FOODSTUFFS

9

TEXTILES, CLOTHING, SEWING ACCESSORIES, HEADWEAR, FOOTWEAR

10

TOBACCO, SMOKERS' REQUISITES, MATCHES, TRAVEL GOODS, FANS, TOIL...

11

HOUSEHOLD UTENSILS

12

FURNITURE, SANITARY INSTALLATIONS

13

LIGHTING, WIRELESS VALVES, HEATING, COOKING OR REFRIGERATING EQUIPMEN...

14

IRONMONGERY, TOOLS, LADDERS

15

MACHINERY, MOTORS, ENGINES

16

TELECOMMUNICATIONS, SOUND RECORDING OR REPRODUCTION,...

17

HOROLOGICAL INSTRUMENTS, JEWELRY, WEIGHTS AND MEASURES

18

TRANSPORT, EQUIPMENT FOR ANIMALS

19

CONTAINERS AND PACKING, REPRESENTATIONS OF MISCELLANEOUS PRODUCTS

20

WRITING, DRAWING OR PAINTING MATERIALS, OFFICE REQUISITES, STATIONERY...

21

GAMES, TOYS, SPORTING ARTICLES, ROUNDABOUTS

22

MUSICAL INSTRUMENTS AND THEIR ACCESSORIES, MUSIC ACCESSORIES, BELLS,...

23

ARMS, AMMUNITION, ARMOUR

24 ★

HERALDRY, COINS, EMBLEMS, SYMBOLS

✓

25

ORNAMENTAL MOTIFS, SURFACES OR BACKGROUNDS WITH ORNAMENTS

26 ★

GEOMETRICAL FIGURES AND SOLIDS

✓

27 ★★★★★

FORMS OF WRITING, NUMERALS

✓

28

INSCRIPTIONS IN VARIOUS CHARACTERS

29 ★★★★

COLOURS

✓

# Tools – Goods & Services Terms Explorer

Home > Global G&S Terms Explorer

## Global G&S Terms Explorer

Term	<input type="text" value="Ex : sushi"/>
Search type	<input type="text" value="String"/> ▾
Input language	<input type="text" value="EN - English"/> ▾
IP offices	<input type="text" value="Start typing to suggest"/>
<input type="button" value="Search"/>	

Term	<input type="text" value="Ex : sushi"/>
Search type	<input type="text" value="String"/> ▾
Input language	<div style="background-color: #f0e68c; border: 1px solid #ccc; padding: 2px;">String</div> <div style="background-color: #f0e68c; border: 1px solid #ccc; padding: 2px;">Semantic</div> <div style="background-color: #f0e68c; border: 1px solid #ccc; padding: 2px;">Exact</div>
From offices	<input type="text" value="Start typing to suggest"/>

# Tools – Goods & Services Terms Explorer

## Exact search

### Global G&S Terms Explorer

Term  
*[Hit enter to search]* cup

Search type **Exact** ▼

Input language EN - English ▼

IP offices Start typing to suggest

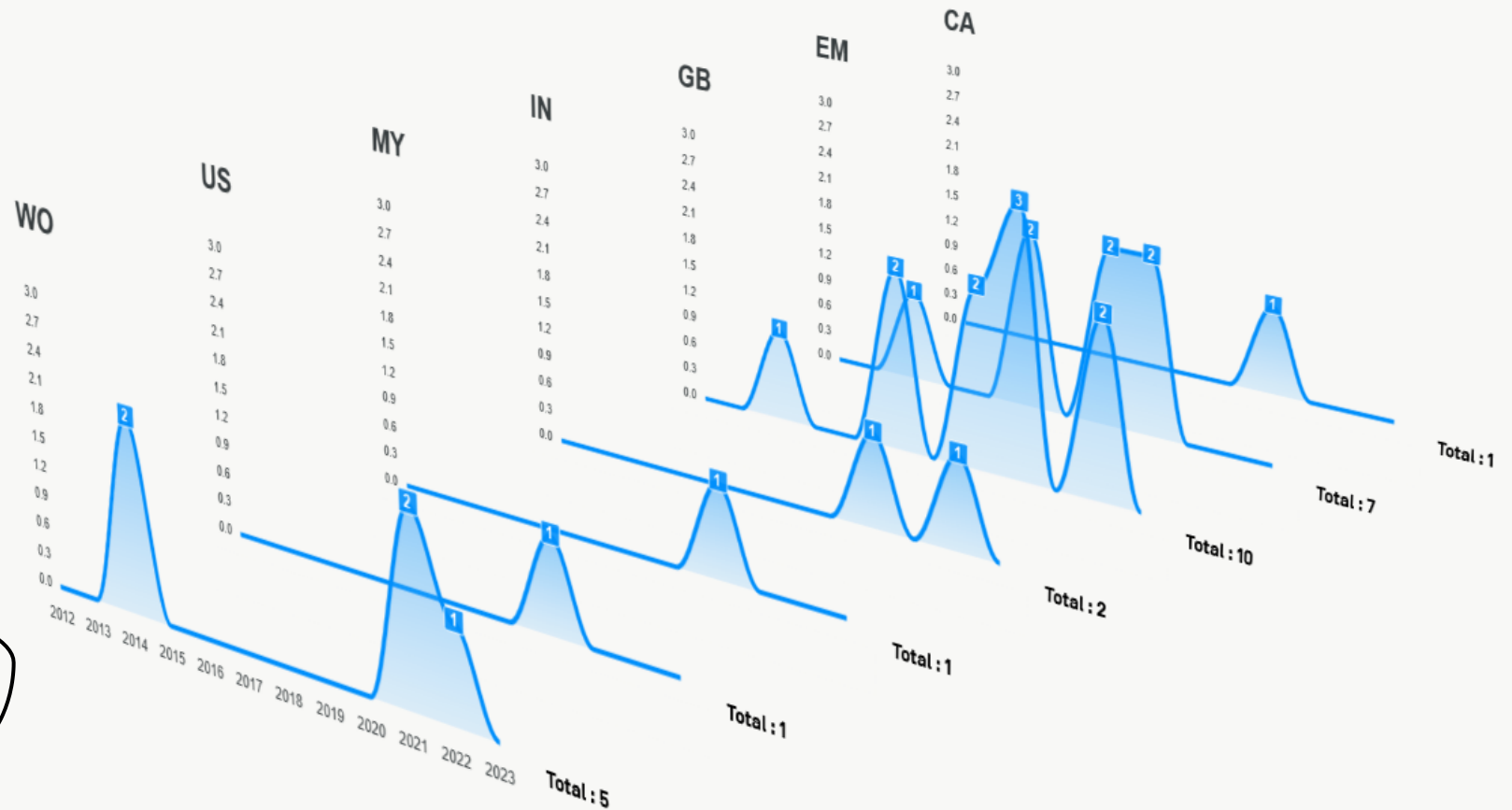
Sort by Office ▼

Display null results

Search

Search this in Global Brand Database

27 results for 'cup' with the Nice Classification :  21 : Household or kitch...



You can also conduct the same search in GBD with extra filters



# Tools – Goods & Services Terms Explorer

## String search

### Global G&S Terms Explorer

Term  
*[Hit enter to search]* phone

Search type String

Input language EN - English

IP offices Start typing to suggest

Search

Term	Nice classification	Number of trademarks
<a href="#">stands adapted for mobile <b>phones</b></a>	9 - Scientific, nautical, surveyi...	15802
<a href="#">cellular tele<b>phone</b> communication</a>	38 - Telecommunications.	9216
<a href="#">smart <b>phones</b></a>	9 - Scientific, nautical, surveyi...	9019
<a href="#">downloadable graphics for mobile <b>phones</b></a>	9 - Scientific, nautical, surveyi...	8033
<a href="#">cellular <b>phones</b></a>	9 - Scientific, nautical, surveyi...	6161
<a href="#">mobile <b>phone</b> covers</a>	9 - Scientific, nautical, surveyi...	5849
<a href="#">cordless tele<b>phones</b></a>	9 - Scientific, nautical, surveyi...	5725
<a href="#">tele<b>phone</b> order-taking services for others</a>	35 - Advertising; business ma...	3186
<a href="#">adapter cables for head<b>phones</b></a>	9 - Scientific, nautical, surveyi...	3167
<a href="#">retail services in relation to mobile <b>phones</b></a>	35 - Advertising; business ma...	2580
<a href="#">dashboard mounts for mobile <b>phones</b></a>	9 - Scientific, nautical, surveyi...	2335
<a href="#">radiotele<b>phones</b></a>	9 - Scientific, nautical, surveyi...	2310
<a href="#">displays for mobile <b>phones</b></a>	9 - Scientific, nautical, surveyi...	2233

# Tools – Goods & Services Terms Explorer

## String search strategies

Searching for “phone” = telephone, phonetic

- **underscore \_**:

\_phone = only words **starting** with phone will be included in the results

phone\_ = only words **ending** with phone will be included in the results

\_phone\_ = exact search

- **space = OR**

phone mobile

- **+ = AND**

phone + case

# Tools – Goods & Services Terms Explorer

## Semantic search

### GLOBAL G&S TERMS EXPLORER

Term  
[Hit enter to search]

Search type

Semantic

Input language

EN - English

Results in

EN - English

IP offices

Start typing to suggest

Search

Term	Semantic proximity ↓	Nice classification	Number of trademarks
<a href="#">oven</a>	86 %	11 - Apparatus for lightin...	43
<a href="#">baker<b>y</b></a>	85 %	43 - Services for providin...	49
<a href="#">baker<b>y</b></a>	85 %	30 - Coffee, tea, cocoa, s...	34
<a href="#">barbecue</a>	84 %	11 - Apparatus for lightin...	42
<a href="#">cooking</a>	84 %	11 - Apparatus for lightin...	50
<a href="#">batter</a>	84 %	30 - Coffee, tea, cocoa, s...	67
<a href="#">baking oven</a>	84 %	11 - Apparatus for lightin...	28
<a href="#">baked products</a>	84 %	30 - Coffee, tea, cocoa, s...	141
<a href="#">baking frames</a>	84 %	21 - Household or kitche...	32
<a href="#">baked goods</a>	83 %	30 - Coffee, tea, cocoa, s...	1459
<a href="#">tray bakes</a>	83 %	30 - Coffee, tea, cocoa, s...	34
<a href="#">brownies</a>	83 %	30 - Coffee, tea, cocoa, s...	4086
<a href="#">roll dough</a>	83 %	30 - Coffee, tea, cocoa, s...	41

# Tools – Goods & Services Terms Explorer

## Semantic search

### GLOBAL G&S TERMS EXPLORER

Term  
*[Hit enter to search]* bakery

Search type **Semantic** ▼

Input language EN - English ▼

Results in **ES - Spanish** ▼

IP offices  
Start typing to suggest

**Search**

Term	Semantic proximity ↓	Nice classification	Number of trademarks
<a href="#">servicios de panadería</a>	94 %	43 - Services for providin...	113
<a href="#">panaderías y pastelerías</a>	92 %	43 - Services for providin...	25
<a href="#">panaderías</a>	87 %	43 - Services for providin...	36
<a href="#">servicios de pastelería</a>	85 %	43 - Services for providin...	38
<a href="#">servicios de una tetería</a>	74 %	43 - Services for providin...	736
<a href="#">servicios de cevicherías</a>	71 %	43 - Services for providin...	344

# Demo

Let's find out more about Spanish singer Rosalía's registered trademarks!



# How to read results – Sorting results

## Global Brand Database

[QUICK SEARCH](#)
[BY BRAND NAME](#)
[BY BRAND LOGO](#)
[BY GOODS AND SERVICES](#)
[ADVANCED SEARCH](#)
[EXPLORE](#)
[DATA COVERAGE](#)
[TOOLS](#)

Brand name : contains the word 'rosalia'

Displaying 1-30 of 277 results (Most relevant first)

[Change layout](#)
[Sort results](#)
[Results per page](#)
[Download results](#)

List  
 Grid  
 Gallery

Most relevant first  
 Least relevant first  
 Recent first  
 Oldest first  
 ST13 descending  
 ST13 ascending

30 results  
 60 results  
 120 results

↓ PDF


↓ Excel

Only the first 180 records will be exported

<u>ROSALIA</u>	<u>ROSALIA</u>	<u>ROSALIA</u>	<u>ROSALIA</u>	<b>ROSALÍA</b>	<i>Rosalia</i>
Rosalía	<u>ROSALIA</u>			<u>ROSALIA</u>	<u>Rosalia</u>
	<b>ROSALÍA</b>	<u>ROSALIA</u>	<u>ROSALIA</u>	<u>ROSALIA</u>	

# How to read results

ROSALIA ← **Brand name**

 REGISTERED TRADEMARK - OEPM (Spain)

← **Status and IP Office**

[Return to results](#)

[Download PDF](#)

[Open in a new tab](#)

←

1 / 4

→

210 Serial number M4146305	220 Application date February 21, 2020	541 Reproduction of the mark where the mark is represented in standard characters ROSALIA
111 Registration number M4146305	151 Registration date February 22, 2022	
551 Kind of mark Individual		
550 Type of mark Undefined		
511 Nice classification - NCL 35, 18, 16, 14, 9		

## NAMES AND ADDRESSES

### 730 NAME AND ADDRESS OF THE APPLICANT OR THE HOLDER

- Name  
ROSALIA VILA TOBELLA
- Kind  
Natural person
- Identifier  
M4146305-001
- Country  
Spain

#### **Holder data**

### 740 NAME AND ADDRESS OF THE REPRESENTATIVE

- Name  
María Dolores Garayalde
- Kind  
Natural person
- Identifier  
928
- Country  
Spain

#### **Representative**

# How to read results

**Nice classes associated with this brand**

CLASSIFICATION ←

511 THE INTERNATIONAL CLASSIFICATION OF GOODS AND SERVICES FOR THE PURPOSES OF THE REGISTRATION OF MARKS (NICE CLASSIFICATION) AND/OR LIST OF GOODS AND/OR SERVICES CLASSIFIED ACCORDING THERETO

- 9  
Eyewear, sunglasses, eyeglasses, eyeglass frames • Radios incorporating clocks • Watchbands that communicate data to smartphones • Watchbands that communicate data to other electronic devices • Smart watches and physical activity monitors • Cases for spectacles, smartphones and photographic apparatus and instruments • Headphones • Apparatus and instruments for recording, storing, transmission or reproduction of sound, video, still or moving images, text and information • Recording devices • [Show more](#)
- 14  
Precious metals and their alloys and goods in precious metals or coated therewith: Jewellery and imitation jewellery, Not included in any other classes • Jewellery, precious and semi-precious stones • Horological and chronometric instruments
- 16  
Printed matter • Books • Pamphlets • Magazines • Programmes, including, but not limited to, concert or concert tour programmes • Posters • Photographs [printed] • Picture postcards • Cards • Song books • Pictures • Teaching materials [except apparatus] • Printed sheet music • Decals and temporary tattoos • Wall charts • Calendars • Stationery, including, but not limited to, adhesives, albums, folders, notebooks, pencils, pens and nibs
- 18  
Goods of leather and imitations of leather: Bags and pouches • Animal skins • Luggage and carrying bags, including, but not limited to, trunks, travelling bags, school satchels and suitcases • Umbrellas, parasols, canes and walking sticks • Handbags and wallets • Card wallets and pocket wallets
- 25  
Clothing, including, but not limited to, dresses, t-shirts, tops, sweatshirts, trousers, leggings, sportswear, underwear, jackets, skirts, waistcoats, bathing suits and trunks, scarves and belts • Footwear, including, but not limited to, sports shoes, boots and dress shoes • Headwear, including, but not limited to, caps, hats, visors and beanies
- 35  
Store services, Selling via worldwide computer networks, in relation the following goods, glasses and Sunglasses, jeweler goods, Clocks and watches, jewellery, Recording media and Reproduction of sound and Images and accessories thereof, Bookcases, Stationery and Print shop products, Handbags, Leatherware (leather goods), namely jackets, Trousers, T-shirts, Clothing sets, Shoes, Handbags, Bags, Pocket wallets and rucksacks and Articles of luggage, Articles of clothing, footwear and headgear • [Show more](#)
- 41  
Providing of education, entertainment, recreational and cultural activities, including, but not limited to, entertainment provided by singers • Entertainment provided by musicians and dancers • entertainment in the form of concert performances, orchestral performances, live musical performances • entertainment by means of concerts, roadshows, radio and television • entertainment in the form of recorded music and television programmes • Entertainment provided via the internet • non-downloadable entertainment • [Show more](#)

**IP Office where the brand was registered**

IP OFFICE - EUIPO (European Union) ←



- Official status  
Registration cancellation pending
- Status date  
May 16, 2022
- Designated countries  
European Union

**Find here the original record**

Disclaimer: Global Brand Database does not ensure the correctness nor the completeness of the information. [Click here to see the record in office of origin.](#) ←



Thank you for your attention.  
Time for the Q&A!

You can also address your  
questions about the GBD to  
*[gbd@wipo.int](mailto:gbd@wipo.int)*

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WIPO

# Public Webinars – 8 Languages

Webinars del Sistema de Madrid

### Actualizaciones legales del Sistema de Madrid de 2023: Todo lo que necesita saber

1:03:21

9 MONTHS AGO

Actualizaciones legales del Siste...

Madrid System Webinars

### 商標の国際登録制度『マドリッド制度』の概要(初級) - 制度を学びたいスタートアップ、中小企業の方にも!

2023年10月26日

1:13:44

EDUCATION 15 DAYS AGO

商標の国際登録制度『マドリッド制度』の概要(初級) - 制度

Webinars du système de Madrid

### Protéger sa marque à l'étranger : Guide sur le système de Madrid de l'OMPI et outils de propriété intellectuelle pour les PME

1:08:24

5 MONTHS AGO

Protéger sa marque à l'étranger ...

الندوات الإلكترونية بشأن نظام مدريد

### تحديثات قانونية لعام 2023 وملاحظات الفريق العامل

44:48

8 MONTHS AGO

لعام 2023 آراء ومقترحات الفريق العامل ...

马德里体系网络研讨会

### 中国商标局的马德里申请程序 (2023)

1:09:00

EDUCATION 4 MONTHS AGO

## The Madrid Filing Procedure in China Trademark Office

Вебинары по Мадридской системе

### Официальные формы: Управление международной регистрацией

59:39

EDUCATION 2 YEARS AGO

Official Forms: Managing an international registration

Madrid System Webinars

### Understanding Procedures at the IP Office of the United Kingdom (UKIPO)

1:06:25

EDUCATION 1 MONTH AGO

Understanding Procedures at th...

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Share your certificate on [LinkedIn](#), [Twitter](#) and other social media channel.



Tag WIPO #MadridSystem

# Video Explainers and Tutorials





# Distance Learning Course

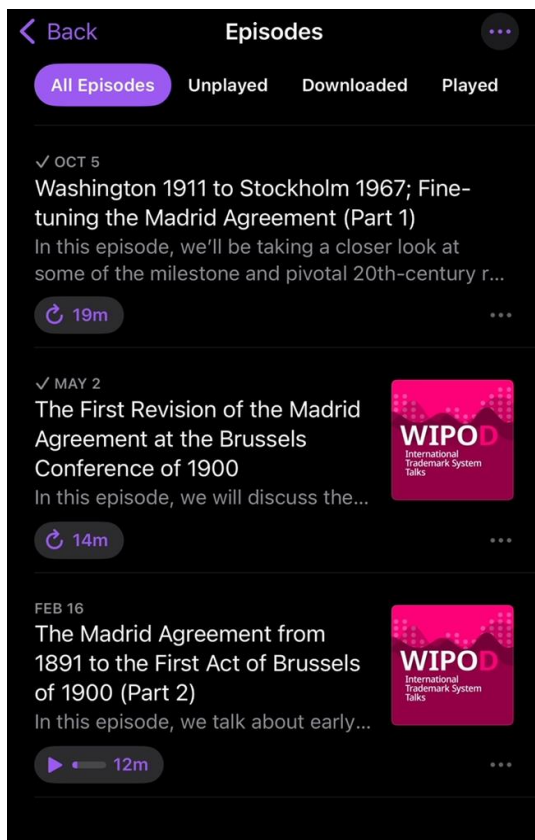
- Certified and tutored online course
- 6 modules – 15 hours
- Free
- 800 - 1000 participants per session
- With the WIPO Academy

## DL-303 Specialized Course on the Madrid System for the International Registration of Marks



# Madrid System Podcast

WIPOD –  
International Trademark  
System Talks  
9 episodes



Spotify   
Apple Podcasts   
Google Podcasts 

# Stay informed



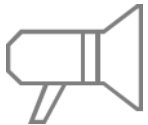
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# Thank you!



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The International  
Trademark System

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