Users' Guide

Global G&S Terms Explorer

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Introduction

Developed by the World Intellectual Property Organization (WIPO), the Global G&S Terms Explorer is a tool designed to provide assistance to trademark applicants when selecting appropriate Goods and Services terms and their associated Nice classification in different languages during the filing process. This tool also provides support to trademark examiners in IP offices in their validation of trademark applications.

Based on statistics computed from the major trademark collections included in the Global Brand Database (please see FAQs for details), the tool shows in one graph if the term was accepted in the past, in how many trademarks and in which offices. A drop in the usage of the term indicates a change in the acceptance policy of the office. The terms recommended by the tool were accepted in at least 30 different trademarks over the last 10 years.
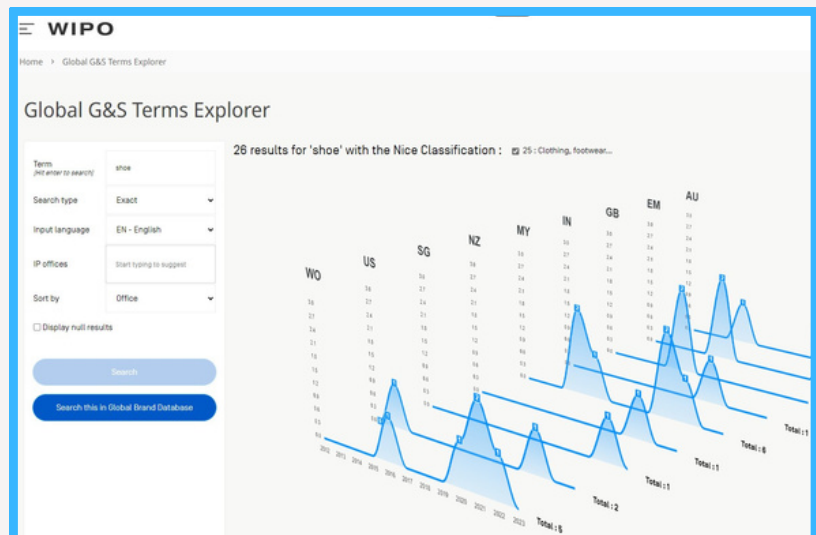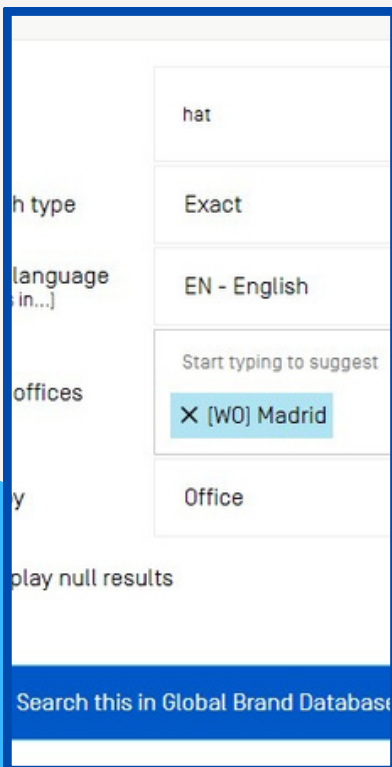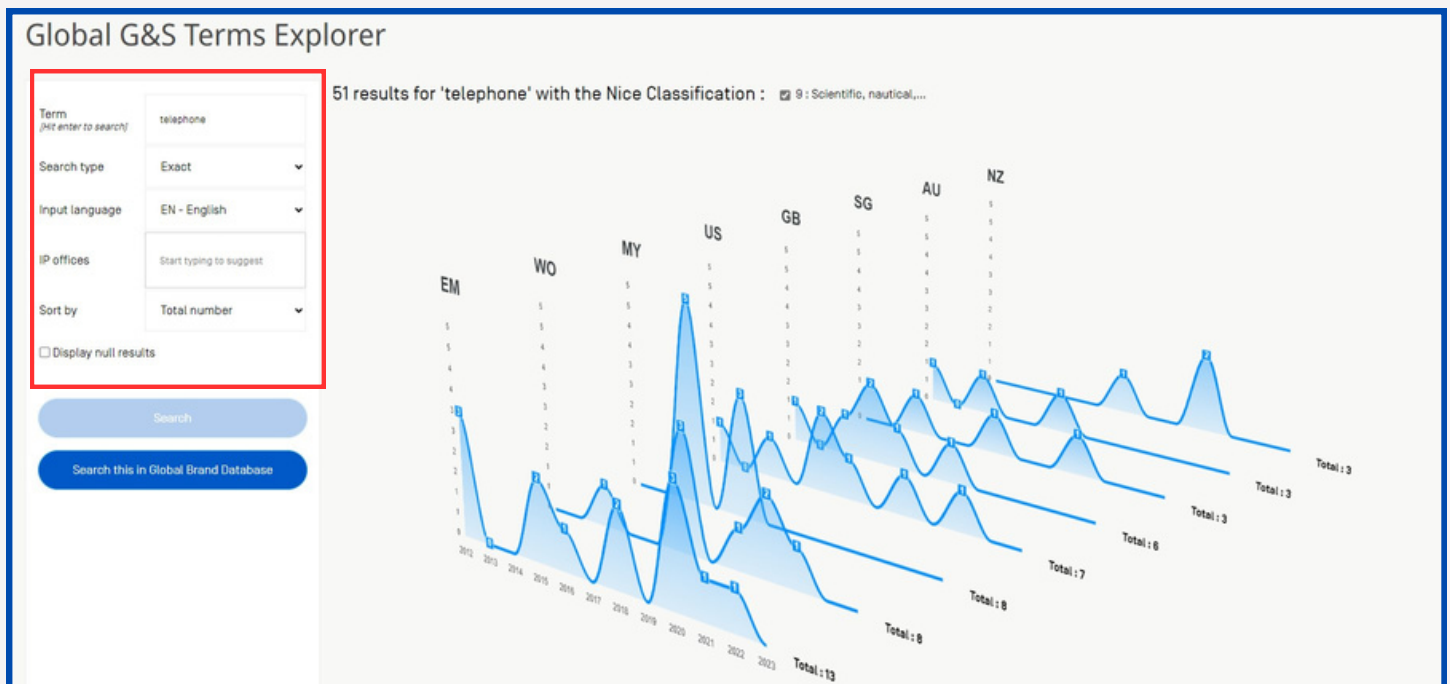

The tool is available free of charge on the WIPO website.

Goods&Services Assistant
Interface overview

The menu on the left hand-side allows you to:
- enter your term/s
- select the search type
- select the language of the term/s
- select the IP Offices/s

💡 There are 3 search types (described in the next pages):
- exact
- string
- semantic

Exact search

Statistics are displayed for trademarks using the exact entered term as one of their goods and services terms. The graphs provide a quick visual indicator of both widespread acceptance across countries and the likelihood of your term being approved at a glance. A drop in usage also gives an indication of the practical trends of IP Offices.

Input languages available are: English, French, German, Japanese, Korean and Spanish.

Use the **From Offices** box to enter the IP Offices you are interested in registering your trademarks in.
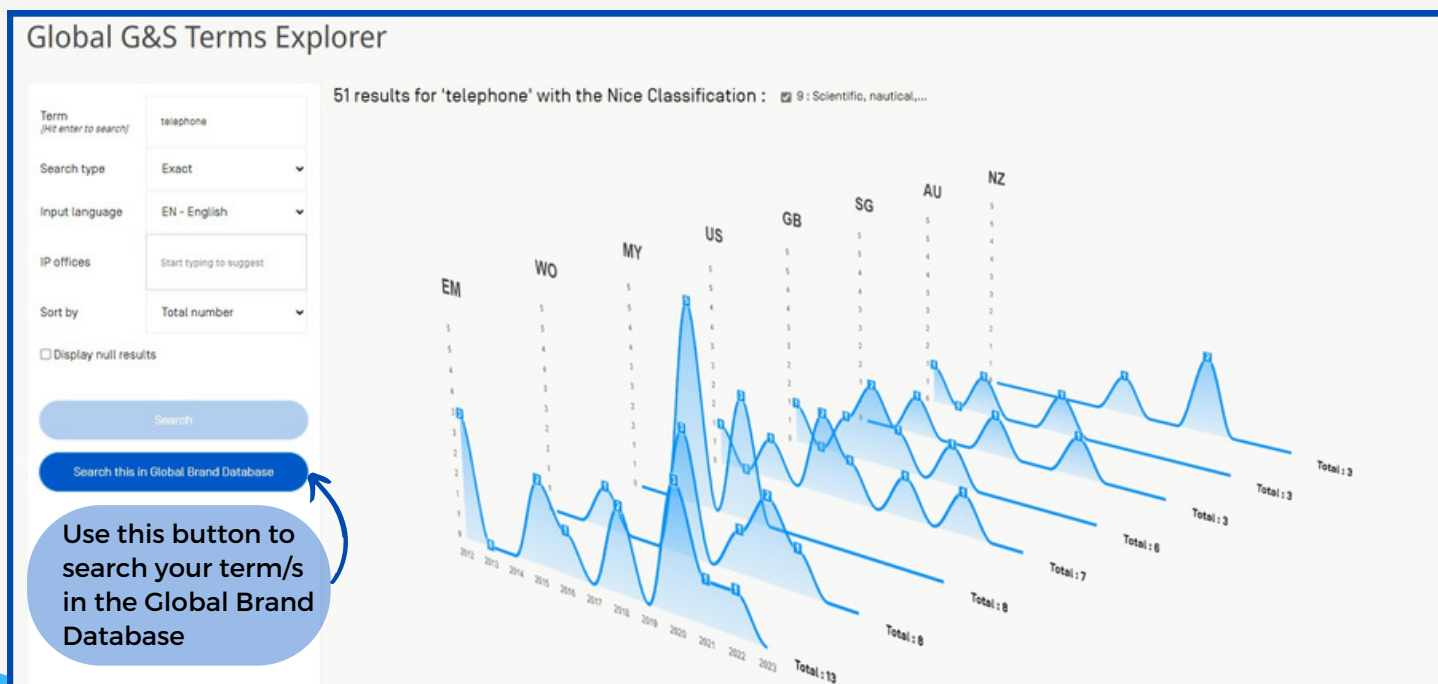
The graph displays the results by IP Offices in alphabetically order; using the **Sort by** menu, the results can be sorted by number of trademarks. Click on an IP Office to see only the information for this IP Office.

Semantic search

The term/s entered will be used to return recommendable terms that are semantically similar, sorted by similarity decreasing. If you enter sushi, the results include wasabi, seafood etc.. The semantic proximity percentage is indicated. Using this search, you can find recommendable terms that have a close meaning but that can be completely different: for example if you enter metaverse, you can find terms such as virtual reality system.

Input languages available are: English, French, German, Japanese, Korean and Spanish.

Use the **From Offices** box to enter the IP Offices you are interested in registering your trademarks in.

Use this drop-down menu to obtain the equivalent of the term/s in any of the supported languages

Use the column header to sort your results: for example, you can sort by the highest cumulated number which is the number of trademarks that have the term over the last 10 years

Term				
Term		Semantic proximity ↓	Nice classification	Cumulated number
chaussures		99 %	25 - Clothing, footwear, ...	114039
chaussures		99 %	35 - Advertising; busine...	348
et chaussures		99 %	25 - Clothing, footwear, ...	23
sur chaussures		98 %	25 - Clothing, footwear, ...	78
souliers et chaussures		98 %	25 - Clothing, footwear, ...	22
de chaussures		97 %	35 - Advertising; busine...	131
chaussures et souliers		97 %	25 - Clothing, footwear, ...	37
chaussures, à savoir souliers		97 %	25 - Clothing, footwear, ...	31
chaussures habillées		97 %	25 - Clothing, footwear, ...	658
chaussures à talon		97 %	25 - Clothing, footwear, ...	48
chaussures à talons		97 %	25 - Clothing, footwear, ...	30
chaussures d'équitation		96 %	25 - Clothing, footwear, ...	370

Search type: Semantic
Input language: EN - English
Results in: FR - French
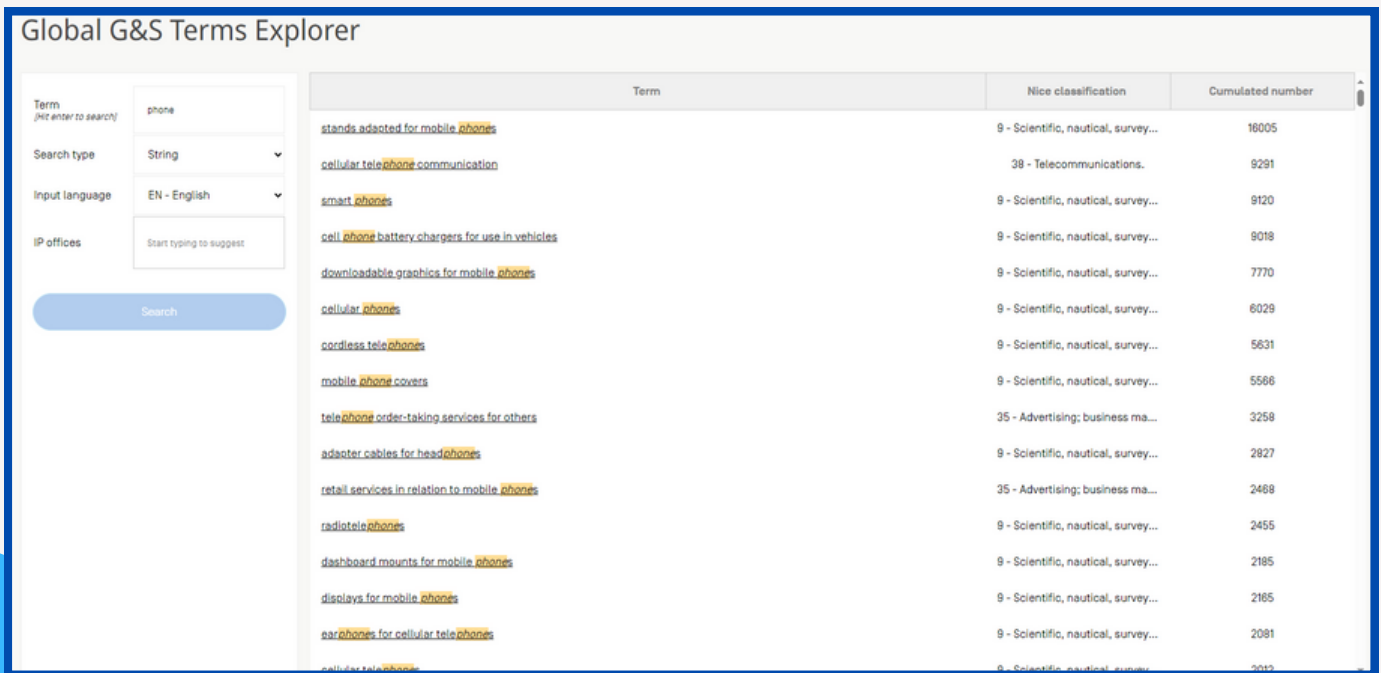Term: shoes
IP offices: Start typing to suggest

The multilingual neural network looks for equivalent/s of the term/s you entered in other languages. The terms obtained are therefore not translations but equivalents. The proposals can be checked using a machine translation tool.

String search

The results list displays all the recommendable G&S terms in the system that contain the searched string; for example, if you enter sushi, the found terms will include "sushi rolling mats", if you enter solut, the results will include "dispute resolution services".

Input languages available are: English, French, German, Japanese, Korean and Spanish.

Use the **From Offices** box to enter the IP Offices you are interested in registering your trademarks in.

String searches available

The following search strategies are available:

•term = term + prefix and/or suffix
phone = tele**phone**, **phone**tic, etc. will be included in the results.

•underscore _ :
_phone = only words starting with phone will be included in the results: cell **phone**; ear **phone**
phone_= only words ending with phone will be included in the results: **tele**phone, **smart** phone
phone= exact word in the term
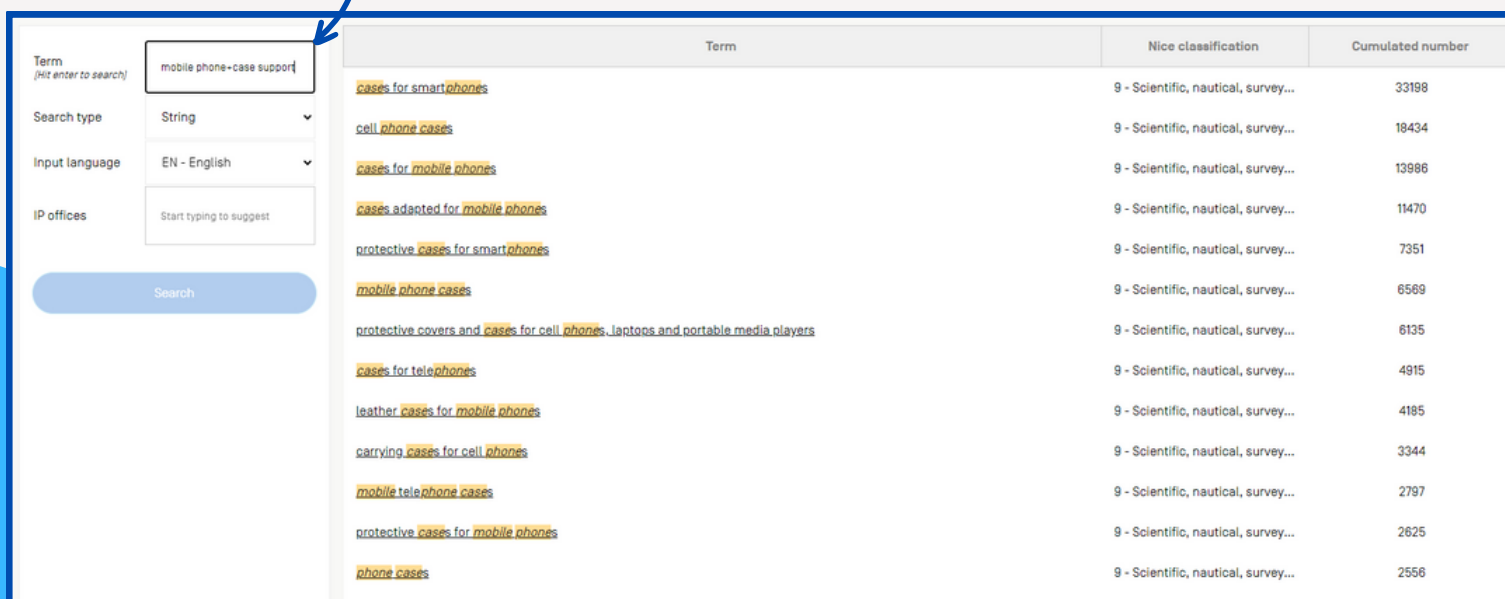mobile_phone = "mobile phone" in the term

•space = OR
phone mobile

•+ = AND
phone + case

mobile OR phone AND case OR support

Term	Nice classification	Cumulated number
cases for smart phones	9 - Scientific, nautical, survey...	33198
cell phone cases	9 - Scientific, nautical, survey...	18434
cases for mobile phones	9 - Scientific, nautical, survey...	13986
cases adapted for mobile phones	9 - Scientific, nautical, survey...	11470
protective cases for smart phones	9 - Scientific, nautical, survey...	7351
mobile phone cases	9 - Scientific, nautical, survey...	6569
protective covers and cases for cell phones, laptops and portable media players	9 - Scientific, nautical, survey...	6135
cases for telephones	9 - Scientific, nautical, survey...	4915
leather cases for mobile phones	9 - Scientific, nautical, survey...	4185
carrying cases for cell phones	9 - Scientific, nautical, survey...	3344
mobile telephone cases	9 - Scientific, nautical, survey...	2797
protective cases for mobile phones	9 - Scientific, nautical, survey...	2625
phone cases	9 - Scientific, nautical, survey...	2556

FAQs

1.What trademarks were taken into account to built the tool?

Expired and registered trademarks from the collections of Australia, Canada, EUIPO. France, Germany. India,, Italy, Japan, Malaysia, WIPO, New Zealand, Republic of Korea, Singapore, Spain, Switzerland, United Kingdom and United States

2. How does the tool find similar terms and equivalences in other languages? In the semantic search feature, powered by artificial intelligence, the tool, using neural networks, analyzes terms and finds closest terms in the same and other supported languages.

3. What is the difference between the Goods and Services assistant and the Madrid Goods and Services Manager (MGS)?

The aim to help applicant use the correct term is the same however the information available in both tools is different. MGS includes the Nice Classification, the terms from databases of participating IP Offices as well as terms validated by the WIPO team whereas the information available in the Goods and services Explorer is based on statistics built from the collections mentioned in question 1. The Goods and Services Explorer shows the usage of the term over the last 10 years.

Contact
Information

Website	●	https://branddb.wipo.int in the menu Tools
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