

# Integration of trade mark data from India into TMview

## CONTEXT

In the past years, trade mark registration in India has been a 'difficult and long process, having to navigate a maze to find IPR Attorneys and Law Firms, dealing with the economic cost that this implies, and the endless time spent in prosecution of trade mark applications with the Indian registration authorities already struggling with high rates of pendency.'

Even though there are more than 1.4 million registered trade marks in India, according to the 2016-17 annual report published by the office of the Controller-General of Patents, Designs, Trade Marks & Geographical Indications of India (CGPDTM), there is a need of improvement in the registration process to facilitate trade mark applications.

In 2010, the EUIPO created 'TMview', a free online tool that allow users to consult daily updated information on more than 50 million trade marks from 65 offices.

The main benefits of 'TMview' are as follows:

1. free of charge;
2. available 24 hours per day, 365 days a year;
3. multilingual user interface available in 42 languages;
4. updated on a daily basis by trade mark offices. All trade marks — national, regional and international — are visible;
5. raises transparency;
6. provides information to trade mark examiners;
7. harmonised data provision using only one multilingual platform:
  - increases the understanding of the terminology and the different offices' data,
  - improves examination predictability,
  - offers a better user experience.
8. user-friendly interface for both professional and non-professional users, which allows:
  - advanced searches using complex criteria,
  - a filter function to refine lists of results.
9. maintained at the EUIPO, the application is subject to continuous improvement based on the user's experience.

## **OBJECTIVES**

The IPC-EUI project proposed the integration of data from the Indian registry of trade marks to the TMview tool in order to:

- facilitate the registration of trade marks (in terms of cost, time, accessibility and security for the users);
- help increase the number of registrations;
- support protection of existing Indian trade marks and the IP business community;
- raise IP awareness in India.

## **IMPACT**

On 26 April 2017, India was integrated into TMview, making available more than 800 000 Indian trade marks to the rest of the 52 worldwide offices.

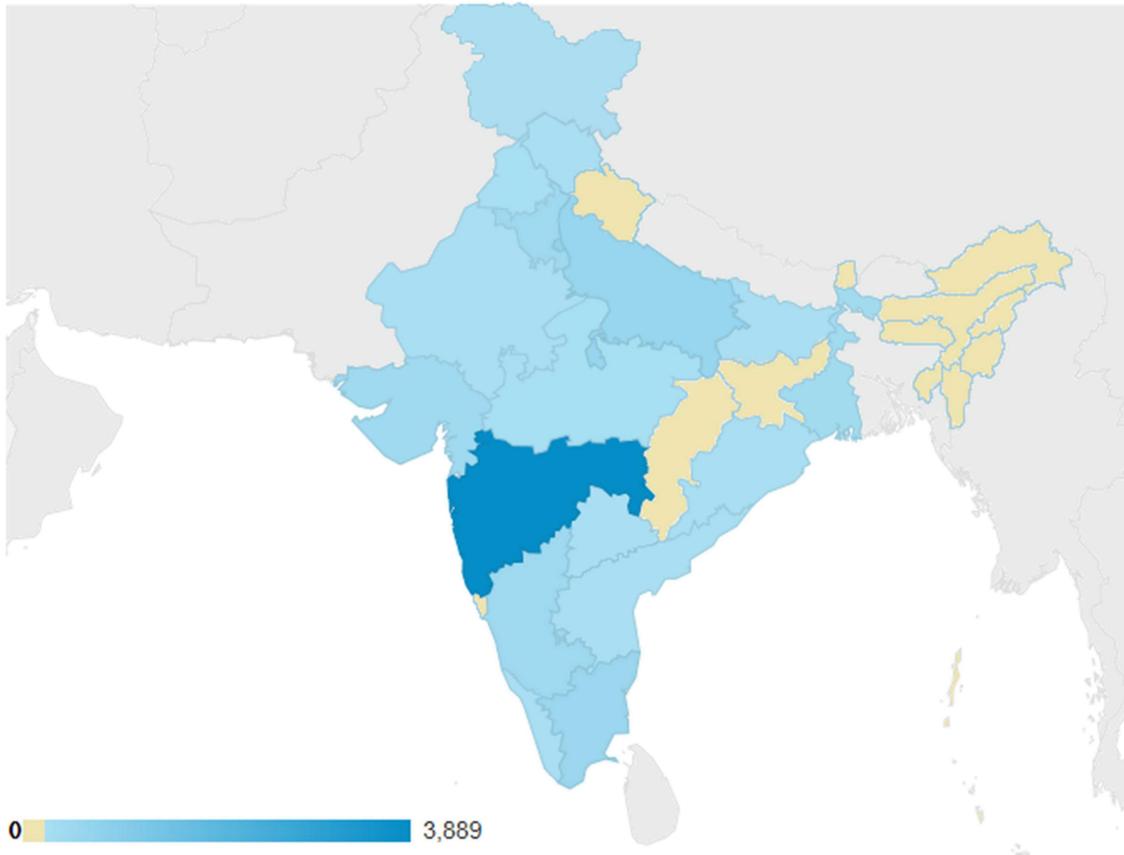
Since then, more than 110 000<sup>1</sup> visits from India have been recorded in TMview.

The integration of India into TMview has meant important benefits for Indian users as it allows one to:

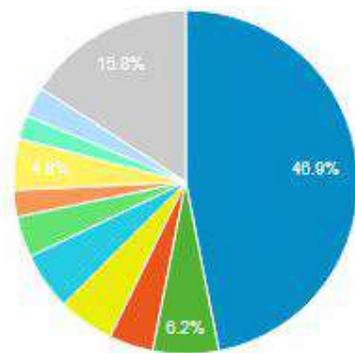
1. check at no-cost for the availability of a trade mark name (e-filing pre-clearance);
2. access more than 50 million trade mark applications and registrations;
3. have first hand, daily updated trade mark information according to the business rules of the participating offices;
4. find out the goods and services protected by competitors' trade marks;
5. view details on trade marks such as the legal status, graphic representation, list of goods and services, registration date, etc.
6. view the trade mark details in the office of origin;
7. receive email alerts on selected trade marks regarding change of status, change of applicant/owner name and end of an opposition period;
8. print or export trade mark information to PDF and Excel;
9. lower the barrier to global expansion as the complete information is in one location. This allows users to check all the existing trade marks at once offering an enormous saving in time and costs.

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<sup>1</sup> Source: Google Analytics as on 1st May 2018



Number of visits to TMview per region



Percentage of visits to TMview per city

1. Mumbai
2. New Delhi
3. Gurgaon
4. Noida
5. Chennai
6. Bengaluru
7. (not set)
8. Hyderabad
9. Pune
10. Ahmedabad



This project was funded by the European Union and implemented by the CGPDTM and EUIPO