

# Professional Trademark Search

Great performance, top analysis and practical evaluation

## Topics

- Result-oriented and cost-effective trademark search
- Optimal use of databases and trademark research providers
- Differences between identical and similarity search
- Likelihood of confusion of trademarks
- Specific characteristics in international law
- Opposition proceedings, grounds for opposition

**For trademark administrators:  
First hand information directly  
from our experts!**

## Your speakers



**Ventsislav Pantov**  
LL.M., Head of Searches,  
Brandstock Services AG,  
Munich (Germany)



**Maaïke Witteman**  
LL.M., Trademark and  
Design Attorney ,  
Associate, V.O., Eindhoven  
(The Netherlands)

## Aims and objectives

This course will provide guidance on the basics of professional trademark searches. The instructors will describe the requirements, with practical examples, point out persistent issues and develop appropriate solutions. On the first day, our instructors will provide you with information on the dangers of confusing trademarks. On the second day, you will have the opportunity to apply the acquired knowledge directly and carry out a real trademark search. The course aims to give an in-depth understanding of the trademark search. The experts will show you how to avoid pitfalls and to evaluate similarities of marks. Finally, you will carry out an independent and cost-effective trademark search, and evaluate your results. Attendees will have the opportunity to raise questions on all aspects of the procedures.

## Who should attend?

Administrators, legal assistants, formalities managers, paralegals and all those who deal with trademark searches and want to stay up-to-date with the possible approaches.

## Principle

The main feature of this course is practical exercises. Attendees will have the opportunity to carry out 'live' trademark research. Bring your laptop or tablet - you will have access to a Wi-Fi network. This course not only delivers mere theory but supplies you with a folder containing comprehensive documentation provided by the speakers, which will be an invaluable source of reference.

## Your speakers



**Ventsislav Pantov**  
LL.M., Head of Searches,  
Brandstock Services AG,  
Munich (Germany)

Ventsislav Pantov studied law at Sofia University St. Kliment Ohridski in Sofia, Bulgaria and subsequently obtained a Master's degree in Intellectual Property and Competition Law, awarded by the Munich Intellectual Property Law Center (MIPLC) in Munich, Germany. In 2013, he began work as a tutor at the MIPLC, where he advises students in various matters of IP law. Since October 2014, Ventsislav has been working with Brandstock Services AG, where he has acquired significant experience in providing IP services for blue-chip companies.



**Maaïke Witteman**  
LL.M., Trademark and  
Design Attorney,  
Associate, V.O., Eindhoven  
(The Netherlands)

Maaïke Witteman studied law (2007) at Leiden University, specializing in intellectual property law. During the bachelor phase of her studies, she did a minor in business studies. She also took a foundation course in technical business administration. From the Eindhoven office, Maaïke advises various medium and large-size companies.

## Your benefits

Attendees will receive practical advice on how to perform a trademark search and how to correctly evaluate the danger of confusion with regard to the search.

## 31 January - 1 February 2018

### Danger of confusion - recognition and justification

- Basics of the danger of confusion
- Similarity of marks
- Similarity of goods and services
- Typeset of danger of confusion
- Opposing marks and characteristics
- Practical training on danger of confusion

### Specific characteristics in international law

### Opposition and appeal

- Grounds for opposition
- Opposition proceedings
- Other proceedings

### Why a trademark search?

- Why a trademark search is necessary

### Introduction: trademark search

- Existing search tools, status quo, commercial providers, law firms
- Development of the existing search techniques and the needs of the industry
- Free searches (Knock-out searches) vs. Professional searches
- Practical exercises
- Country-specific features - Common Law rights, countries not using Latin script, countries that do not adhere to the Nice Classification

### What can be searched?

- Trademark types: word marks, device marks, other types of marks
- How would the type of mark to be searched affect the search strategy

### Preparation of a trademark search

- Aims and strategies

### Depth of search

- Identical search, similarity search

### What to do if a trademark is already registered

- Is the mark completely lost? Further clearing options
- In-use investigation, letters of consent and co-existence agreements, buying out, use requirement and cancellation actions

### Overview: search options

- Free online search - Romarin, TMview, eSearch, National TMO databases
- Screening options
- Full availability searches
- How to search in cost efficient way

### Other search options

- Commercial registers (company name search)
- Domain name search; title search
- Industry specific searches, e.g. pharma

### Practical exercise

### An outlook into the future

- Current trends, combining various search techniques/approaches

Registration under  
service@forum-institut.com or  
Fax +49 6221 500-555

## Registration Form

Yes, I will attend the Practical Course

Professional Trademark Search

\_\_\_\_\_  
Name

\_\_\_\_\_  
Position, department

\_\_\_\_\_  
Company

\_\_\_\_\_  
Street

\_\_\_\_\_  
Post code, city, country

\_\_\_\_\_  
Tel. no.

\_\_\_\_\_  
E-mail

\_\_\_\_\_  
Contact person at office

\_\_\_\_\_  
Date, signature

## How to register

**Registration: +49 6221 500-500**

**Conference no.: 18 01 141**

### Website:

www.forum-institut.com

### Date and venue

31 January – 1 February 2018 in Amsterdam

1st day & 2nd day: 9 am - 5 pm

Renaissance Amsterdam Hotel

Kattengat 1 · NL 1012 Amsterdam

Tel. +31 20 62 12 223 · Fax +31 20 62 75 245

### Fee

€ 1450.00 (+ 21% VAT)

The fee includes course documentation (including free download) as well as refreshments, lunch and a certificate. You will receive an invoice as well as confirmation.

### Hotel accommodation:

A limited number of rooms have been reserved at the hotel and are subject to availability. Please book at least six weeks prior to the seminar to obtain a hotel room at the discounted rate. All bookings should be made directly with the hotel quoting FORUM Institut and the Course No.

## Any Further Questions?



Please feel free to contact me if you have any questions.

### Sabine Schilling

Conference Manager

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## Cancellation Policy

Our general terms and conditions apply (as of 1 January 2016) and are available upon request.

We can send them to you anytime or you can find them on the internet at [www.forum-institut.com/t&c](http://www.forum-institut.com/t&c)