

상표와칭서비스

1. 상표와칭서비스란?

공고상표 와칭

- 고객의 상표와 동일 유사한 상표가 공고되었는지 감시하여, 결과를 주기적으로 리포트하는 서비스
- 이의신청 등을 통해 상표권 침해나 분쟁위험에 대한 조기대응이 가능하도록 함

경쟁사 및 업계동향 모니터링

- 경쟁사의 출원, 공고상표를 모니터링하여 동향분석 등에 활용
- 관련업계의 출원, 공고상표를 모니터링하여 트렌드분석 등에 활용

2. 구분

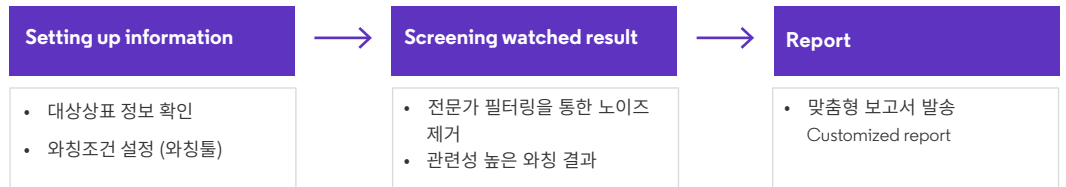
Worldwide watch service

- 글로벌 와칭툴을 이용한 전세계 200여개국의 공고상표 와칭
- 고객 필요에 따라 대륙/주요국/특정국가를 선택하여 감시 가능
- 한자, 히라가나 등 非로마자 상표의 영문 음역정보 제공, 격주 단위로 보고서 제공

KR watch service

- 국내 1위 상표검색 DB인 마크서치 와칭툴 사용
- 와칭 결과에 대한 Risk quotation 제공 가능
- 고객 필요에 맞는 맞춤형 보고서 제공

3. 업무 프로세스



4. 특징점

신뢰도 높은 와칭률

- 전세계 200여개국 상표데이터를 커버하는 유료 와칭률을 이용한 해외 와칭서비스
- 국내상표 DB 1위의 마크서치 와칭률을 이용한 국내 와칭서비스

도형상표 와칭

- 도형상표 와칭에 대한 많은 경험과 노하우를 바탕으로 전문적인 와칭서비스 제공

5. Report sample

Worldwide

영향력	보장 범위	보장 범위	영향력	사상권	국가	종류	제출일	출판일
HALLA	HURELLA		32	32 Direct mail advertising. Advertising on-line advertising on computer networks. Placement of goods on communication media. In-mail program. Commercial management assistance. Organization of fashion shows for promotional purposes. Import and	China	INNOVATION/INNOVATION INVESTMENT MANAGEMENT LTD. CH. China	2021 MAR 22	App 18261248 App 1812881261
HALLA	gHALLA		35	35 Management of a restaurant.	Thailand	DRS ATHAD HALLA GROUP TH. Thailand	2021 JUN 22	App 21011806 App 2104011261
HALLA	HALLA FRESH HOUSE		35	35 Direct mail advertising. Advertising on-line advertising on computer networks. Placement of goods on communication media. In-mail program. Commercial management assistance. Organization of fashion shows for promotional purposes. Import and	Indonesia	JURIMASINDO SURABAYA Universal applicant country register	2021 FEB 22	App 1622186423 App 1616221261
HALLA	halla		35	35 Direct mail advertising. Advertising on-line advertising on computer networks. Placement of goods on communication media. In-mail program. Commercial management assistance. Organization of fashion shows for promotional purposes. Import and	Singapore	QUANZHOU FILL SPEED ONLINE MEDIA Universal applicant country register	2021 FEB 22	App 1622186423 App 1616221261
ALU MATSUDA MITSUBI WISSE	alua fresh line hwa Jip Doyou		32	32 Direct mail advertising. Advertising on-line advertising on computer networks. Placement of goods on communication media. In-mail program. Commercial management assistance. Organization of fashion shows for promotional purposes. Import and	India	ATYAM ENTERPRISES Universal applicant country register	2021 MAR 22	App 171802 App 1710011261
HALLA	halla		35	35 Direct mail advertising. Advertising on-line advertising on computer networks. Placement of goods on communication media. In-mail program. Commercial management assistance. Organization of fashion shows for promotional purposes. Import and	Singapore	QUANZHOU FILL SPEED ONLINE MEDIA Universal applicant country register	2021 FEB 22	App 1622186423 App 1616221261

노이즈 없이 관련성 높은 보고서

- 수집된 결과에 대해 마크프로의 상표전문가가 직접 스크리닝하여 노이즈 제거
- 업무에 즉시 적용가능한 관련성 높은 보고서를 제공함으로써 고객사의 상표업무 효율 증대

고객 맞춤형 보고서

- 결과물을 고객 필요에 맞게 최적화하여 고객 맞춤형 보고서 제공
- 상세정보에 대한 엑셀보고서 제공
- 보고 주기의 선택 (Biweekly or Monthly)

KR

영향력	보장 범위	영향력	사상권	국가	종류	제출일	출판일	
1	44444	44444	39	39 Direct mail advertising. Advertising on-line advertising on computer networks. Placement of goods on communication media. In-mail program. Commercial management assistance. Organization of fashion shows for promotional purposes. Import and	China	INNOVATION/INNOVATION INVESTMENT MANAGEMENT LTD. CH. China	2021 FEB 22	App 18261248 App 1812881261
2	44444	44444	39	39 Direct mail advertising. Advertising on-line advertising on computer networks. Placement of goods on communication media. In-mail program. Commercial management assistance. Organization of fashion shows for promotional purposes. Import and	China	INNOVATION/INNOVATION INVESTMENT MANAGEMENT LTD. CH. China	2021 FEB 22	App 18261248 App 1812881261
3	44444	44444	39	39 Direct mail advertising. Advertising on-line advertising on computer networks. Placement of goods on communication media. In-mail program. Commercial management assistance. Organization of fashion shows for promotional purposes. Import and	China	INNOVATION/INNOVATION INVESTMENT MANAGEMENT LTD. CH. China	2021 FEB 22	App 18261248 App 1812881261
4	44444	44444	39	39 Direct mail advertising. Advertising on-line advertising on computer networks. Placement of goods on communication media. In-mail program. Commercial management assistance. Organization of fashion shows for promotional purposes. Import and	China	INNOVATION/INNOVATION INVESTMENT MANAGEMENT LTD. CH. China	2021 FEB 22	App 18261248 App 1812881261
5	44444	44444	39	39 Direct mail advertising. Advertising on-line advertising on computer networks. Placement of goods on communication media. In-mail program. Commercial management assistance. Organization of fashion shows for promotional purposes. Import and	China	INNOVATION/INNOVATION INVESTMENT MANAGEMENT LTD. CH. China	2021 FEB 22	App 18261248 App 1812881261
6	44444	44444	39	39 Direct mail advertising. Advertising on-line advertising on computer networks. Placement of goods on communication media. In-mail program. Commercial management assistance. Organization of fashion shows for promotional purposes. Import and	China	INNOVATION/INNOVATION INVESTMENT MANAGEMENT LTD. CH. China	2021 FEB 22	App 18261248 App 1812881261
7	44444	44444	39	39 Direct mail advertising. Advertising on-line advertising on computer networks. Placement of goods on communication media. In-mail program. Commercial management assistance. Organization of fashion shows for promotional purposes. Import and	China	INNOVATION/INNOVATION INVESTMENT MANAGEMENT LTD. CH. China	2021 FEB 22	App 18261248 App 1812881261

이용문의
마크프로 브랜드사업팀
markpro.brand@clarivate.com

+82 2 6222 2217
clarivate.com/ko