

COMPETE
WITH CONFIDENCE.



INFORMATION SERVICES: PROGRESSIVE, ADAPTABLE INSIGHTFUL.

In the ever expanding ocean of information, Watermark Information Services can help you navigate a course, identify risk and locate value.

PATENT SEARCHING

Patent searching is essential in identifying the state of a technology and any possible risks associated with an invention. Knowledge of the current patent landscape in your business sector is vital in maximising your potential and preventing capital being wasted in the wrong areas. Watermark uses Thomson Innovation™ for patent searching as it has a comprehensive and world leading collection of patent data from major patent authorities, specific nations and proprietary sources exclusive to Thomson Reuters. Over 80 million patents are contained and are searchable within Thomson Innovation™. Having access to this much material gives us an advantage over our competitors. Our patent searches are individually crafted to suit your business needs. The searches we offer are:

- Novelty/patentability/state-of-the-art – before making a patent

application this identifies whether your invention is novel.

- Freedom to Operate (FTO)/infringement – identifies existing patents which may pose a threat to your product once in the market place.
- Validity – prior art searching against a target patent you wish to oppose to help ‘knock-out’ claims which prevent your product from entering the market place.
- Applicant/inventor name searching – reporting the patent portfolio of competitors.

DESIGN SEARCHING

Whether your product is a table, tray or toy, infringing an existing design can be an expensive process and we aim to prevent this from happening. Design searching allows you to search the physical features/shape of an invention or product. This is a benefit to you as it ensures your product’s design is unique and prevents infringement of

competing/similar designs. As with patent searching, design searches may be conducted for novelty or infringement purposes or can be focused on specific competitor names. Depending on the nature of the search we will use a number of international databases. Design searches can be expanded to include trade catalogues and other trade literature for designs not located in literature.

TRADE MARK SEARCHING

Obtaining trade mark registration is important as it identifies your business, assists it to ‘stand out’ from competitors and also aims to capture the essence of your business or product.

Trade mark searching is important in obtaining, monitoring and protecting your trade mark or logo. Searching can also help assure you that no ‘nasty surprises’ await you in the market place before you enter into any business decisions. Searching aids to protect or prevent capital outlay, depending

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on the search outcome. The searches we offer are:

- Availability to use and register – searching of this type will help identify any possible trade marks that your mark may infringe and any possible difficulties in you using or registering your trade mark.
- Infringement – this will help determine whether the use of your trade mark will result in legal action if the mark is already owned and enforced by another party.
- Owner name – this will identify any trade marks under a person's name or legal entity. This can be useful in performing due diligence on a potential competitor or for a potential licensing opportunity.

COMMON LAW SEARCHING

It is important to know the current state of the market. This can help you identify issues and possible risks associated with your trade mark.

Searching common law is a vitally important step in achieving this. Common law searching helps you determine legal rights that do not require registration in order to enforce them. These rights are associated with the actual use of the trade mark. Common law searching can include:

- Corporate Investigations
- General Investigations covering commercially relevant search engines, dictionaries and databases
- Geographical Indicators
- Internet Domain Names
- Plant Breeder's Rights Database
- Product and Trade Names Guide
- Securities and Investments Commission information

Watermark can search a variety of sources to identify the use and reputation of your mark.

COMPETITOR SURVEILLANCE

Competitor surveillance is vitally important in order to react quickly and effectively

to rivals' actions. Watermark's watching services allow high level surveillance of all aspects of competitor IP, both in Australia and worldwide. Our services are specifically tailored to your business needs and set up on a regular basis, e.g. weekly, monthly or quarterly. The watching service covers:

- Analysis of new filings
- Applicant/inventor/owner names – to keep a close eye on rivals
- Application or registration numbers
- Class watches for specific products or services – to maintain an overview of recent developments in your field of interest
- Specific patents and trade marks – e.g. to monitor the application status

BUSINESS INFORMATION

IP strategy supports business strategy. Therefore, by approaching an issue from different angles, Watermark will be able to deliver the best possible results for you and your business. To do this, we obtain a wealth of valuable business information from many different sources for your business to utilise.

Such vital business information includes a large proportion of Australian and worldwide business/company information and industry reports. Company information that is obtainable includes history/background, brands/businesses/products, company snapshot, personnel, directorships, financials, divisions, geographic locations, competitive environment, shareholders and subsidiaries.

OTHER SERVICES THAT WE OFFER INCLUDE:

- Obtaining certified copies
- Freedom of information (FOI) requests
- Inter-library loans
- Patent file wrappers/histories
- Translation services
- Legalisation of documents



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 Watermark
Intellectual Property

Our Services:

- Patents & Designs
- Trade Marks
- IP Legal
- IP Advisory
- Competitive Business Intelligence

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