

# Info Centre and group of attorneys

7<sup>th</sup> March 2017

Objective – Test TM Search prototype

Tester	Profile
T1	Info Centre Staff (Internal tester)
T2	TM Attorney (External tester, Attorney in a large business)
T3	TM Attorney (External tester, Independent, small firm)
T4	TM Attorney (External tester, large firm of attorneys)
T5	TM Attorney (External tester, Partner, large firm of Attorneys)
T6	Patent attorney (External tester, Partner, large firm of Attorneys)



## Search for a trade mark

This service allows you to search for a National UK trade mark, an EU trade mark, an International Registration designating the EU and an International Registration designating the UK.

Trade mark number

The trade mark is

a National UK trade mark

an EU trade mark

an International Registration designating the EU

an International Registration designating the UK

Continue

T1 stated that this is what they would expect to see on this page.

T3 uses this service and does use search by TM number but normally searches by 'word'.

T3 added that she had been frustrated using the current service recently as there is no option to search by 'suffix' – She needed to search by words that ended with a specific 2 letters and noted that using 'string' to do this doesn't work. Therefore, she will have to use a commercial watch service to do this for her eg: CompuMark

T3 also stated that she does get her clients (mostly small businesses) to use the service to identify TM's that look the same or that have identical words when searching.

T3 wanted to return back to her list of results but there was no option for this – only an option to complete a ‘new search’.

T3 - “Do I go back or close it down?”

The screenshot shows the Intellectual Property Office search results page for trade mark UK00000714804. At the top, there are two links: 'New search' and 'View historic case details', both circled in red. Below the search title, the trade mark number and status are displayed. A navigation bar contains four tabs: 'Overview', 'List of goods', 'Names and addresses', and 'Publications'. The 'Trade mark' section features a large image of the Pepsi-Cola logo. The 'Dates' section includes filing, entry, and renewal dates. At the bottom, there are links for 'Printer-friendly view' and 'Glossary of terms'.

T2 & T3 expected to be able to access old historical data.

3/6 testers would have preferred the information for the ‘view historic details’ to be in an additional tab.

2/6 testers missed the link at the top of the page.

T6 was not happy with the tabs – he would prefer one long page with all the information stacked.

T4 felt that there should be more information on this page like other TM search services.

T3 stated that this page has the same look as Companies House so is familiar to her as she uses this website often.

T2 explained that she cuts and pastes the image from our current service to put into an email to her clients when she is checking for similar marks. She did try this with the prototype and it worked successfully.

*“Is it easy to copy and paste the image?”*

T5 was happy to keep class information collapsible to prevent the page being too long.

This screenshot shows the search results for trade mark UK00000761069. It features the same layout as the first screenshot, including navigation tabs and a 'Close all' button circled in red at the bottom right.

\*\*NB: Designs Search service has a ‘History’ tab (please see next page).

Action – use this same terminology and layout as this to ensure consistency.

TM Search prototype

Find a Registered Design search service

**Intellectual Property Office**

[New search](#) | [View historic case details](#)

## Search for a trade mark

Trade mark number  
**UK00000714804**

Status  
Registered

[Overview](#) [List of goods](#) [Names and addresses](#) [Publications](#)

### Trade mark



### Dates

Filing date	Date of entry in register	Renewal date
11 February 1953	11 February 1953	11 February 2022

[Printer-friendly view](#) | [Glossary of terms](#)

**GOV.UK** Find a registered design

**BETA** This is a new service - your [feedback](#) will help us to improve it. [Find out more about the beta phase.](#)

Design number  
**2101909**

Status	Registration date	Expiry date
Expired	18 May 2001	18 May 2011

[Overview](#) [Illustrations](#) [Names and addresses](#) [History](#)

### Application date

18 May 2001



### Description

A package

### Classification

Class	09 - Packages and containers for the transport or handling of goods
Sub class	05 - Bags, sachets, tubes and capsules
Indication of goods	Packaging - plain



# Search for a trade mark

## Search by owner

This service allows you to find UK national trade marks owned by a person or company. This service does not extend to trade marks filed through the European or International trade mark protection routes.

▶ [Help](#)

Owner's name

Owner's postcode (UK only)

Search

T3 doesn't ever use the postcode field to search – she felt that this is too specific and may not bring back many results or all of the results for that owner.

T2 typed in 'Pepsi' as requested and expected this to return all results with 'Pepsi' as the owner. She also searched using 'Pepsi\*'

# Trade mark search results

1

Your search found 4 owners

**[PepsiCo, Inc.](#)**

**Client id:** 111331  
**Address:** 700 Anderson Hill Road, Purchase, New York 10577-1444, United States of America, United States

**[PepsiCo Holdings](#)**

**Client id:** 49329  
**Address:** 63 Kew Road, Richmond, Surrey, TW9 2BB, United Kingdom

**[PepsiCo, Inc.](#)**

**Client id:** 384805  
**Address:** 700 Anderson Hill RoadPurchase, New York, 10577, United States

**[PepsiCo Europe Holdings B.V.](#)**

**Client id:** 192945  
**Address:** Havenstraat 122, 1404 EM Bussum, The Netherlands, Netherlands

1

T3 expected this search to bring back all of the cases for that owner.

T4 would like to be able to control how many marks are listed on the page.

She would also prefer a better pagination option eg:

<< < 1 of 30 > >>

T6 felt –

- That there was a lot of wasted space
- He couldn't tell what the data is sorted by and suggested that the default should be the most recent first

T6 was also not happy that there were names that had been duplicated on this page.

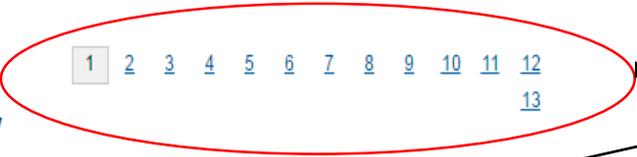
3/6 testers would welcome better filtering options on this page.

[New search](#) | [Amend search](#)

# Trade mark search results

[Return to Owner Search](#)

Your search found 320 marks owned by PepsiCo, Inc.



## [UK00000714804](#)

Status: **Open**  
Mark text: Pepsi-Cola  
File date: 11 February 1953  
Classes: 32



## [UK00001323812](#)

Status: **Dead**  
Mark text: ICE MOUNTAIN  
File date: 12 October 1987  
Classes: 32

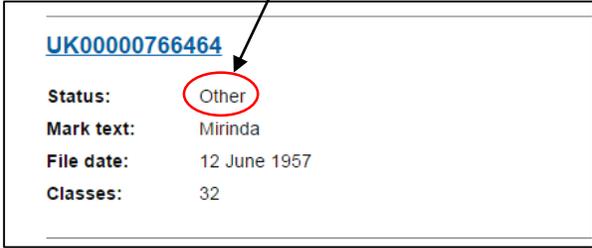
T3 expected a 'next' button at the bottom of the page. She stated that she would get annoyed if she had to scroll from the bottom of the page back up to the top to change the page number.

T1 said that they couldn't see as much information at a glance in comparison to the current service.

6/6 testers did not know what the term 'Open' meant

T1 & T2 recognised the term 'Dead'

T2 did not recognise the term 'Other'.



Observation  
Incorrect status used for 'open' – this should be 'Registered'  
Status shown as 'Other' – TM case shows 'Removed'  
Status shown as 'Open' – TM case shows 'Registered'

\*\*N.B: This was a similar issue / feedback with the Designs journal – a 'Next' button has now been added. Please see next page.

Top of page – Journal

 **View designs journal**

**BETA** This is a new service - your [feedback](#) will help us to improve it. [Find out more about the beta phase.](#)

Select a time period

[1992-1999](#) [2000-2009](#) **2010-2017**

[2010](#) [2011](#) [2012](#) [2013](#) [2014](#) [2015](#) [2016](#) **2017**

[January](#) [February](#) **March**

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[wallet](#)

 Design number  
**6008535**

Date registered  
**6 March 2017**

Status  
**Registered**

Owner or agent  
**Online Discount Store Ltd**

[Next >](#)

Bottom of the page – Journal

[wallet](#)

 Design number  
**6008517**

Date registered  
**6 March 2017**

Status  
**Registered**

Owner or agent  
**Online Discount Store Ltd**

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[wallet](#)

 Design number  
**6008516**

Date registered  
**6 March 2017**

Status  
**Registered**

Owner or agent  
**Online Discount Store Ltd**

Page 1 of 17

[Next >](#)

# Search for a trade mark

Search by keyword, phrase and/or image

Search for  
Word

Trade mark word

[Help](#)

Search type  
Contains String

Search word(s)

Refine search

[Help](#)

Class(es)  
Select a class...

[Add classes with similar goods/services](#)

[Clear all](#)

Filed between

1 1 1876

and

6 3 2017

Status  
All

Results per page  
10

Search

T3 uses word but not image – she felt that searching by image is too subjective.  
T3 also mentioned again here about not being able to search by suffix.

T1 didn't know what a 'string' was – unfamiliar terminology.

T4 uses this search section the most, normally by 'Word' only

T3 generally ignores the dates.



## Trade mark search: by word or image

Type of search  
Search for Word

Trade mark word

Search type Similar

Search word(s)

- Search for marks with ALL these words
- Search for marks with ANY of these words

\*\* NB: In our current TM Search service, the search type defaults to 'similar'.

Action – Change the default to 'Similar' to maintain consistency.

# Search for a trade mark

Search by keyword, phrase and/or image

Search for

Word

Trade mark word

[Help](#)

Search type

Contains Word

Search word(s)

Search for marks with ALL of these words

Search for marks with ANY of these words

Refine search

[Help](#)

Class(es)

Select a class...

[Add classes with similar goods/services](#)

T3 said that these options were a bit irrelevant if you were only searching for one word.

T4 was also confused by the radio buttons because they don't make any sense if you only enter one word.

T3 commented that a PA would not know what classes to use and why choosing a similar one would be important.

Class(es)

32 - Beers and non-alcoholic drinks ✕

[Add classes with similar goods/services](#)

Refine search

Class(es)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>													
21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
41	42	43	44	45															

[Add classes with similar goods/services](#)

Clear all

## Observation

There is currently no help text in the prototype – in the current service, there is some help text and a link to the 'Classification guide'. However, there is no guidance as to why searching similar marks is important.

[Help](#)

A trade mark must contain a list of the goods and/or services it is going to be used on. This is done using a classification system that is made up of 45 categories, called classes. 'Goods' can be found in classes 1 to 35 and 'Services' in 36 to 45. [Classification guide](#)

# Trade mark search results

1 2 3 4 5 6 7 8 9 10 11 12  
13 14 15 16

Your search found 153 marks

## [EU000012526](#)

**Status:** Expired  
**Mark text:** PEPSI  
**File date:** 01 April 1996  
**Classes:** 25, 29, 30, 32, 33

+ Add to shortlist



T3 –  
"Oh a shortlist. Is it going to produce an excel spreadsheet?"

## [EU000105247](#)

**Status:** Registered  
**Mark text:** PEPSI  
**File date:** 01 April 1996  
**Classes:** 25, 32

+ Add to shortlist

## [EU000105254](#)

**Status:** Registered  
**Mark text:** PEPSI MAX  
**File date:** 01 April 1996  
**Classes:** 25, 32

+ Add to shortlist

T3 did not expect to see a shortlist but when asked what she would expect this function to do, she explained that the user could add TM's to a shortlist to keep an eye on them.

T4 & T6 didn't use the 'Add to shortlist' feature but thought that this could be useful.

T5 was aware of the shortlist feature and uses this often.

T6 was not happy with the layout of this page, he felt that there was too much wasted space.

T6 did not like the images on the right hand side of the page and would rather they were on the left so he could quickly scan down the page.



[New search](#) | [Amend search](#) | [View shortlist \(2\)](#)

# Trade mark search results

1 2 3 4 5 6 7 8 9 10 11 12 13

Your search found 128 marks

## [EU000012526](#)

**Status:** Expired  
**Mark text:** PEPSI  
**File date:** 01 April 1996  
**Classes:** 25, 29, 30, 32, 33



[✕ Remove from shortlist](#)

## [EU000105247](#)

**Status:** Registered  
**Mark text:** PEPSI  
**File date:** 01 April 1996  
**Classes:** 25, 32

[✕ Remove from shortlist](#)

T3 did create a shortlist but commented that she expected there to be a bigger button for her to view this and for it to be in a more prominent place.

### Observation

When you click on a case from searching by 'word', the link to complete a 'New search' takes you back to search by TM number.

Intellectual Property Office

[New search](#) | [View historic case details](#)

## Search for a trade mark

Trade mark number  
**EU000012526**      Status  
Expired

[Overview](#) | [List of goods](#) | [Names and addresses](#) | [Publications](#)

### Trade mark



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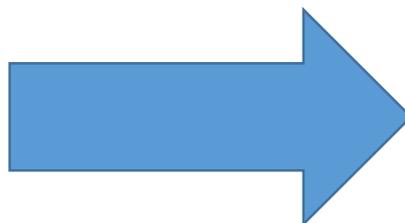
### Dates

Filing date	Date of entry in register	Renewal date
01 April 1996	31 March 1998	01 April 2006

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### Priority details

Priority date	Priority country	TM from which priority claimed
31 October 1995	Benelux Office For Intellectual Property (BOIP)	858392



Intellectual Property Office

## Search for a trade mark

This service allows you to search for a National UK trade mark, an EU trade mark, an International Registration designating the EU and an International Registration designating the UK.

Trade mark number

---

The trade mark is

a National UK trade mark

an EU trade mark

an International Registration designating the EU

an International Registration designating the UK

[Continue](#)