

## Avantiq® at a glance

**An overview of our history, our company, and our culture.**

### **Experience**

Since 1986, Avantiq® has specialized in trademark search services, consulting with major players globally. Having started as an online trademark database provider, we have grown into a leading provider of online and offline IP search products and services.

### **Superior data, superior technology**

Avantiq® is one of the leading providers of trademark and other IP-related data in the industry, continually adding to and updating our offerings. Developed and hosted by Avantiq®, our databases reflect our reputation for current content, quality and accuracy. Our data is licensed directly from local trademark and patent offices or, in some cases, from trusted law firms which have built local databases in cooperation with Avantiq®. Our team of analysts and IT experts stays in constant contact with our data providers, as well as local lawyers, to verify that the data is complete and incorporates the latest legal situation. Our latest technological advance is INSPIRO®—a revolutionary online business tool for intellectual property professionals—that enables you to move the entire search process to a single online platform, from defining your search requirements, conducting the search, analyzing the results and writing opinions, up to and beyond the production of a fully customized final report.

### **People working for people**

No one in the industry prepares search analysts for their work more thoroughly than Avantiq®. Every analyst becomes a “walking trademark library,” as our team looks at—and absorbs—an average of 50 million trademark documents a year. While dedicated to embracing change and technology, we

still value the personal attention and detail usually attributed to craftsmen. Our search analysts conduct their own search variations, look into the meaning of words and translate all descriptive terms. Their personal attention, combined with an intuitive query search, our latest automated search intelligence system, assures only the most complete and significant results.

### **Real craftsmanship**

Our analysts review and analyze all marks found—document by document, looking for sound- or look-alikes, connotation, and synonyms. They further analyze the classes, goods and services, owner information, the age of the mark and its vulnerability, and the status. Comparing the information seen in each document with specifications received from the client, the search analysts will identify the most significant marks, and list them accordingly in the final report.

### **We listen to you**

As a medium-sized, privately-owned company, agility is a major advantage. We react to market demand immediately—investing in new technologies and customized search solutions for our clients—without a lengthy review and approval process.

### **Hand-picked associates**

Our carefully selected associates share our passion for searching, believing as we do that a thoroughly researched trademark is the beginning of a successful trademark life. They are invited into our network if they have at least five years' practical trademark law experience, maintain membership in an international trademark association, and attend our associate meetings.

## Global service

With offices in Australia, Brazil, Luxembourg and the United States, plus partner offices in Japan and Korea, we're able to serve all clients around the clock, with some of the fastest turnaround times in the industry. Our passion is searching. Let us search for you.

## Unequaled pharmaceutical search expertise

Avantiq® was founded in 1986 as Imsmarq, the online service owned by IMS Health, provider of the well-known Pharma In-Use File which contains pharmaceutical names in use in over 60 countries. Avantiq® became independently owned in 1995.

Having been involved in this industry since our inception, Avantiq® maintains a unique expertise in the pharmaceutical search field—while expanding our pharma knowledge.

Our team of expert pharma search analysts all have a medical background, and know the pharma landscape intimately. They are familiar with therapeutic codes, administration, dosage, whether the product is Rx, OTC or generic, competitive products, client affiliates and partners, trademark filing strategy, regulatory filing dates and planned launch. All this information is considered in conjunction with your specific needs whenever they conduct a pharma search. Our search analysts also search the INN file, as well as Martindale.

Depending on where you are in your clearing process, we'll suggest either an identical knock-out, advanced identical or comprehensive pharma search. Each Pharma In-Use report contains full information on the therapeutic code, owner/distributor, launch date, last recorded sales, and sales status.

Also consider our Global 40+® Pharma search, a quick and reliable identical trademark search conducted in the global top trading countries and the Pharma In-Use file. It provides up-to-date trademark information in a professional report—including full documentation—and is available in 48 hours. All national marks found are cross-checked in Pharma In-Use and INN files. When it comes to pharma, reach for Avantiq—fast-acting, affordable, and recommended worldwide.

## Your partner in name-finding

Brand names are often the first and most enduring points of contact between brand owners and brand users. Today there are over 50 million trademarks and 100 million company names, with more added daily. Developing a brand that is both legally available and distinctive is an increasingly challenging task.

Since the brand name development can take from six months to nearly five years before the product or service is launched, the name-finding team essentially needs to predict the future with regard to several issues:

- the legal availability of the brand,
- its relevance to the product and customer,
- the credibility in terms of promises it makes,
- and for pharma, approval by regulatory authorities.

The general agreement in the industry is that name-finding is a long, unpredictable, and expensive undertaking. To counter this universal experience, we developed an optimal method for name-finding research—one that delivers measurable results.

First, we liaise with all parties involved to make sure that marketing and legal interests are equally met. Next, we implement our proprietary search process which filters the initial candidates by over 75%. The remaining candidates are searched further, and unfavorable candidates are eliminated. This ensures that the survivors are not only legally available, but will be welcomed by marketing.

Avantiq is dedicated to identifying, building and expressing the right search strategies for your branding projects. An industry leader in name-finding research since 1999, we offer an unparalleled success rate for a fraction of what you would normally spend. Experienced analysis, targeted results.