

## FOR IMMEDIATE RELEASE

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### TRADEMARK.COM PROVIDES BRANDTRACKER™ WATCH SERVICES Five watch services globally monitor trademark filings, marks published for opposition, and status changes of marks

**EAST HAVEN, CONN. – 27 June 2002** – Trademark.com (<http://www.trademark.com>), the complete online search service for trademark attorneys, entrepreneurs, librarians, product/brand managers, and others, announced the launch of BrandTracker™ watch services – detailed business and competitive intelligence tools that provide users with the most up-to-date trademark information. BrandTracker watches monitor filings, published marks, and the status of marks within Trademark.com's international databases.

"We are aggressively developing industry update tools to give our users the competitive advantage they require," said Jerry Lewis, director of product planning for Trademark.com. "BrandTracker watch services, which follow on the heels of our industry alerts, are the ultimate time-saving research tool. Our service keeps vigil over a chosen database(s) based on the customer's strategy, so he/she can rest-assured they remain on the leading-edge of their field."

Fives types of BrandTracker watch services are available. The **application watch** compares the specified mark to newly filed applications, notifying the customer of exact matches as well as similarities. The **applicant watch** informs the subscriber of new applications filed by the applicant of his/her choice. There are **two publication watches** to choose from: those that are **mark specific** and those that **include all marks**. The former tells the user when a specified mark is published for opposition. The latter compares the client's mark to marks published for opposition and alerts him/her of identical and similar marks. The remaining watch service is a **status watch**. This tracks the status of a mark and updates the subscriber with changes when they occur.

The publication watches are only available within the US Federal, Canadian, and United Kingdom databases. All other watches are available for the US Federal, Canadian, WIPO, European Community, and/or United Kingdom databases on Trademark.com. Reports are sent weekly, via email, in .pdf format to one or two email addresses of your choice.

For a limited time, Trademark.com is offering a free one-month trial to new BrandTracker watch subscribers, including up to five watches sent to multiple recipients. Standard pricing is \$125 for the first watched database, per service, and \$50 for each additional database. The fee for each additional recipient beyond the first two is \$35 each. Special discounts are available for multiple watches on the same mark, and volume discounts are offered for 50 or more watch orders placed simultaneously.

For more information or to initiate your free trial of Trademark.com's BrandTracker watch service, please call 800.648.6787 or +1.203.466.5055 for the US office, +(44) 20.7450.5105 for the European office, or email [tm@trademark.com](mailto:tm@trademark.com). To search, go to <http://www.trademark.com>.

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**About Trademark.com**

Trademark.com is a division of MicroPatent and one of many intellectual property offerings from Information Holdings Inc. It's grown from a Federal trademark CD-ROM provider into a premier online search service with US Federal, State, Common Law, Canadian, WIPO, EC, and UK files, in addition to an extensive Domain Name collection including .com, .net, and .org records.

**About MicroPatent**

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