

UK Intellectual Property Office joins WIPO's global brands database

Press release

Around 3 million UK trade marks will be added to WIPO's Global Brands Database.



This follows a co-operation agreement signed by the UK Intellectual Property Office (IPO) and World Intellectual Property Organization (WIPO) at the General Assemblies in Geneva today.

The [Global Brands Database](#) is an online resource made freely available by WIPO. It provides access to more than 50 million records, from some 71 national and international collections, in one place.

The tool is designed to be efficient and easy to use. It can be used by businesses anywhere in the world when registering a trade mark, to check if the mark – or a similar mark – already exists. Those interested in registering a trade mark can search the Global Brands Database before filing a trade mark application, or simply browse existing marks in potential markets that interest them.

Initially, the UK will add around 3 million records, starting with existing registered trade marks. The addition of these trade marks to the global database means that UK registered trade marks will show up in searches of the database made by anyone around the world. This means they are less likely to be unknowingly infringed.

The IPO's Chief Executive Tim Moss said:

We are pleased to be working with WIPO to support great British brands, and benefit IP users around the globe.

The addition of more than 3 million UK registered trade marks to

WIPO's database will help businesses grow their brands with confidence. By providing additional protection, it will reassure UK trade mark holders that their mark is less likely to be infringed.

Our partnership with WIPO in areas of common interest ensures that the IP framework remains fit for the future. The UK has one of the most highly regarded IP environments in the world, and joining the database is a practical step that will help keep it that way.

WIPO Director General Daren Tang said:

We are delighted with the inclusion of the UK trademarks collection in WIPO's Global Brand Database. This is a significant step for users the world over and greatly enhances the value of the database, especially for companies seeking to file a new trademark application in multiple countries. The new agreement also paves the way for greater technical collaboration between our offices, including the use of machine learning to improve the efficiency of IP-related procedures.

Notes to editors:

- the [database](#) can be searched by brand, classification, country, company, or date. You can also upload an image to be searched. The database also has information on appellations of origin and armorial bearings, flags and other state emblems protected in various countries, as well as the names, abbreviations, and emblems of intergovernmental organisations
- users can search trademarks from the [Madrid System](#), as well as from the national/regional collections available. The Madrid Monitor is the gateway to the Madrid System, keeping users up to date on their trademark
- [full information on UK trade marks](#), including the facility to check if a similar trade mark to your brand already exists, and find out who owns a trade mark is on GOV.UK

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