

100 million trade marks in the TMview database

On 2 December, the global database [TMview](#) reached 100 million trade marks. This number represents the commitment of **72 intellectual property offices** from all over the world sharing their trade mark data. It also underlines their work towards a common goal: the improvement of global trade mark information to help EU businesses.

Created under the European Union Intellectual Property Network (EUIPN), a network of EU intellectual property offices, TMview is an online free-of-charge search tool, managed by the European Union Intellectual Property Office (EUIPO).

TMview contains the trade mark applications and registered marks of all national and regional intellectual offices of the EU, the EUIPO and a number of international partner offices outside the EU, such as those from the United States, China, Japan and Korea. On average, it receives **1.2 million searches every month**.

Initially focused on the integration of trade marks from EU offices, TMview started growing in 2013 beyond the borders of the European Union and now contains **data from 72 intellectual property (IP) offices** worldwide.

This global database enables businesses from all over the world to check if a trade mark is filed or registered in a given country or sector. In particular, it is a **valuable tool for any company aiming to expand internationally**, allowing them to protect their IP rights, not only in their home-country, but also beyond their borders.

Businesses and intellectual property practitioners can consult, through TMview, details of a trade mark such as the country, goods and/or services, type and registration date.

The Executive Director of the EUIPO, **Christian Archambeau**, said:

Companies invest considerable sums of money in order to keep customers informed about their products. Product names, ranging from soft drinks, luxury cars and high-end fashion goods, are protected by trade marks so that customers have a clear understanding that what they are buying, is of the highest quality.

TMview, with almost 100 million trade marks now accessible for free via a multilingual search tool, represents not only a step forward in the efficiency and transparency of the global trade mark system, but shows the value of close cooperation between IP offices from all over the world. It also helps European and international businesses, including small and medium-sized enterprises, maintain a clear overview of IP



protection in global markets. This in turn will allow them to make more informed business decisions when it comes to their IP.

Since the launch of TMview in 2010, the EUIPO and the EUIPN have constantly worked to improve its functionality, usability and reliability. In April 2020, several improvements to enhance navigation and streamline the search experience were introduced. Additionally, new features made available include alerting users to changes of trade mark data, while in the coming months, a mobile version of TMview will also become available.

Thanks to TMview, the EUIPO continues to **increase transparency** in IP information, which also helps more and more users protect their goods and services through the use of trade marks. This growth in confidence has seen an increase in trade mark applications worldwide, as well as with TMview participating offices.

ABOUT THE EUIPO

The [European Union Intellectual Property Office \(EUIPO\)](#) is a decentralised agency of the EU, based in Alicante, Spain. It manages the registration of the European Union trade mark (EUTM) and the registered Community design (RCD), both of which provide intellectual property protection in all EU Member States.

The [European Union Intellectual Property Network \(EUIPN\)](#) brings together the national and regional IP offices of the EU, the EUIPO, international partners, and customers of the Office to build a stronger intellectual property network in the EU.

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