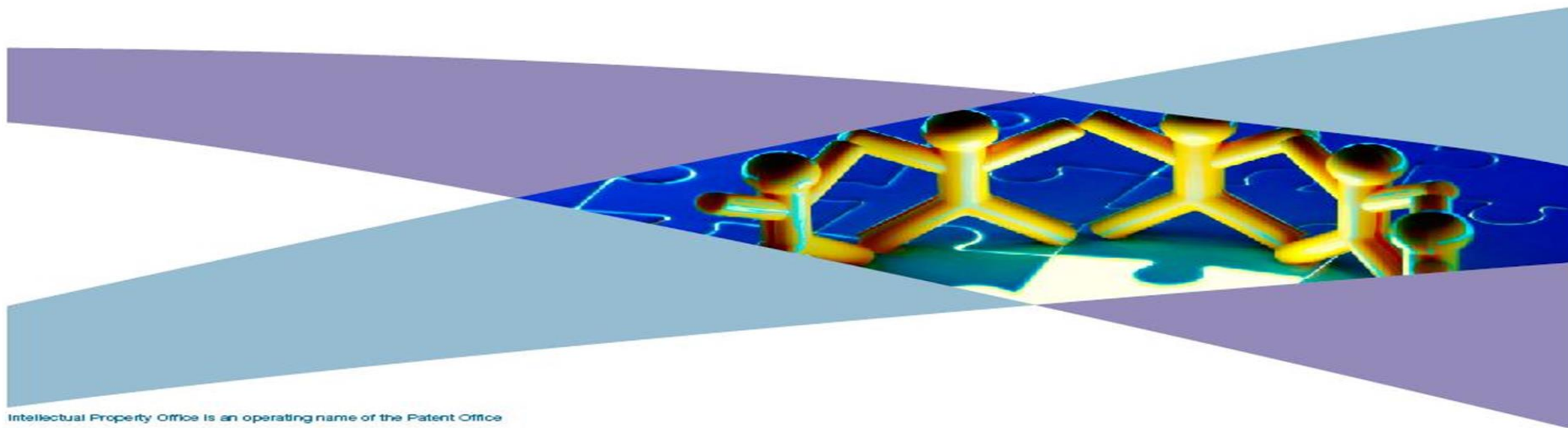




Intellectual  
Property  
Office

# TM Search External testing

23<sup>rd</sup> March 2017



# Objectives & Methodology

## Objectives (TM Search)

- Search by Number
- Search by Owner
- Search by Keyword/Image

## Methodology





- 5 testers in 1 hour test sessions
- 1 hour sessions
- Each tester was given a profile to enable them to complete the objectives:
- TM UK00000996300
- Owner's name: PepsiCo, Inc.
- The image (right) was used for the keyword/image search.
- **NOTE:** Due to technical issues encountered on the day of testing, Images were not displayed but this only affected a small number of pages. However, testers were shown a printout of what the screen should look like.



Objective – Test TM Search prototype







Tester	Profile
T1	Private applicant / Sole trader. Has previously registered a TM, so aware of the process and looking to register another one in the next 3 – 4 months once she has incorporated her business.
T2	Private applicant / Sole trader. Is aware of the process as he got to the final stage of the application before he decided he wasn't ready to register as he felt his logo was too similar to another. Currently changing his logo to ensure he does not get into any legal trouble.
T3	Trade mark attorney from a large law firm. Uses the IPO Search on a daily basis. Has a secretary and an administrator but does not use a generic mailbox; they each use a personal email address but do have access to each others individual mailboxes. The owner / applicant would come to him first and depending on the complexity of the case, he may ask his administrator to draft the application. He would then view it before the case was filed. Both himself and his administrator would communicate with the applicant.
T4	Trade mark Administrator from a large law firm. He deals with a wide variety of clients. He uses the IPO Search on a daily basis to check the status of applications and to cross reference other applications on behalf of clients. He does liaise directly with clients depending on the matter in hand.
T5	Trade mark Admin Manager from a medium patent and Trade mark firm. Uses TM View more than the IPO Search service. All TM office correspondence goes into a TM Records inbox and is managed by the records person. Everyone has individual email addresses but staff can access a shared folder. The administrator is usually the first port of call for the client. Cases are only referred rarely to the attorneys depending on the level of complexity and also depending on the capability and experience of the staff.

# Seriousness ratings

-  – no issues
  -  – minor issues – makes the user stop and think
  -  – moderate issue – makes it difficult for the users to continue
  -  – severe issue – stops the user achieving their goal
- 
- Amber or red is considered a HIGH PRIORITY

# Summary (Main points)

The key issues discovered by all testers are below. Anything amber or red is a **HIGH PRIORITY**:

- **Search by number** (search page) – 2/5 testers (both private applicants) were confused by the trade mark type radio buttons and guessed which one would be correct. T1 searched by International TM instead of UK and this returned a different trade mark. 
- **Glossary of terms** – T1 didn't see the glossary of terms, T2 did find the link but didn't find the information particularly helpful. They wanted to clarify what 'priority' meant and located this in the glossary (using ctrl+f) but it didn't improve their understanding. 
- **View historical details link** – 4/5 testers didn't initially notice the 'view historical details' link and needed to be prompted. 2/5 testers suggested having this as a tab, consistent with other information on the page. 
- **View historical details** (when clicked) – Testers noted the page displays historical information but it doesn't say how far it goes back, meaning users could scroll through lots of information and not find what they're looking for. Testers would also like the ability to isolate/select key information to be displayed on the initial landing page. 
- **Search by owner** (selecting an owner) – 5/5 testers wanted to filter/sort the information. 'PepsiCo' was used for testing which returned over 300 results; testers then had to scroll through 17 pages to find the trade mark they were looking for. All testers were also unclear how the information was sorted and all believed it was sorted in a different way.   
**NOTE:** When clicking the last page, on certain pages, 0 search results were returned and the navigation arrows stopped working. Otherwise, the status of this would be **amber**.
- **Search by word/image** – 3/5 testers received error messages when searching by word. T2 didn't see the error message and was confused why the search didn't work. Tester 5 tried numerous times to search by word but due to receiving numerous error messages, the facilitator had to assist. The error message informed the tester to refine their search but the tester didn't know how to do this. T5 noted at this point they would leave the service and use TM View. 

## Search for a trade mark by number

- 2/5 testers (private applicants) didn't know which type of trade mark to select and clicked through the options hoping that would work.
- T1 typed in UK00000996300 and selected 'an International Registration designating the EU'. This returned a 'WE' trade mark & deemed this to be acceptable as 'PepsiCo' is an international brand.
- 3/5 testers didn't enter the UK prefix, with two of them Pro's questioning why a trade mark type needs to be selected when they are searching by a specific trade mark number.
- **NOTE:** The live service currently defaults to a 'National UK mark'.

### Action:

- Default to a National UK trade mark as current 'live'.
- Later phase – Redo with no selection.

See over also for comments.

The screenshot shows the Intellectual Property Office website header with the logo and the text 'Intellectual Property Office'. Below this is the title 'Search for a trade mark by number'. A paragraph explains the service: '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.' There is a text input field for 'Trade mark number'. Below that, a section titled 'The trade mark is' contains four radio button options: 'a National UK trade mark', 'an EU trade mark', 'an International Registration designating the EU', and 'an International Registration designating the UK'. A green 'Search' button is located below these options. At the bottom right of the page, there is a crest logo and the text '© Crown copyright'.

This is a close-up of the search form. The 'Trade mark number' input field is highlighted with a red asterisk, indicating a required field. Below it, the question 'Is the trade mark?' is followed by four radio button options: 'A National UK trade mark' (which is selected), 'An EU trade mark', 'An International Registration designating the EU', and 'An International Registration designating the UK'.

Status:

## Trade mark number search result

- 5/5 testers liked the use of tabs but 3/5 testers had fears regarding printing of the page.
- **NOTE:** The option of 'Print this page' would print all tabs, but this was not always seen or obvious to testers.
- Despite liking the tabs, 2/5 testers did say they would prefer the information all on page to 'save on clicks'. T5 felt that could be time consuming to go through each tab.
- 2 testers (private applicants) were asked where they would go if they were unfamiliar with any specific terms. 1/2 testers didn't locate the glossary of terms. T2 did find the link but didn't find the information particularly helpful. They wanted to clarify what 'priority' meant and located this in the glossary (**using ctrl+f**) but it didn't improve their understanding.
- 3 testers (TM attorneys) were asked where they would go to find a change of ownership, 2/3 testers didn't see the 'historic case details' and queried why it wasn't a tab consistent with the rest of the page.

"I don't mind that it is split across tabs but I don't see any need for it"

– T3

### Action:

- Review wording around 'Print this page'.
- Make the 'historic case details' link & glossary of terms more prominent.
- Investigate removing tab display option.

Intellectual Property Office


[New search](#)

Trade mark number  
**UK00000996300** Status  
Registered

[Historic case details](#)

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

Registered Trade mark



**Mark details**

**Mark Description/Limitation**  
The Trade Mark is limited to the colours white, red and blue as shown in the representation on the form of application.

**Dates**

Filing date	Date of entry in register	Renewal date
03 August 1972	14 April 1972	14 April 2017

**Priority details**

Priority date	Priority country	Claim
14 April 1972	United States	Whole

[Print this page](#) | [Glossary of terms](#)

Status:

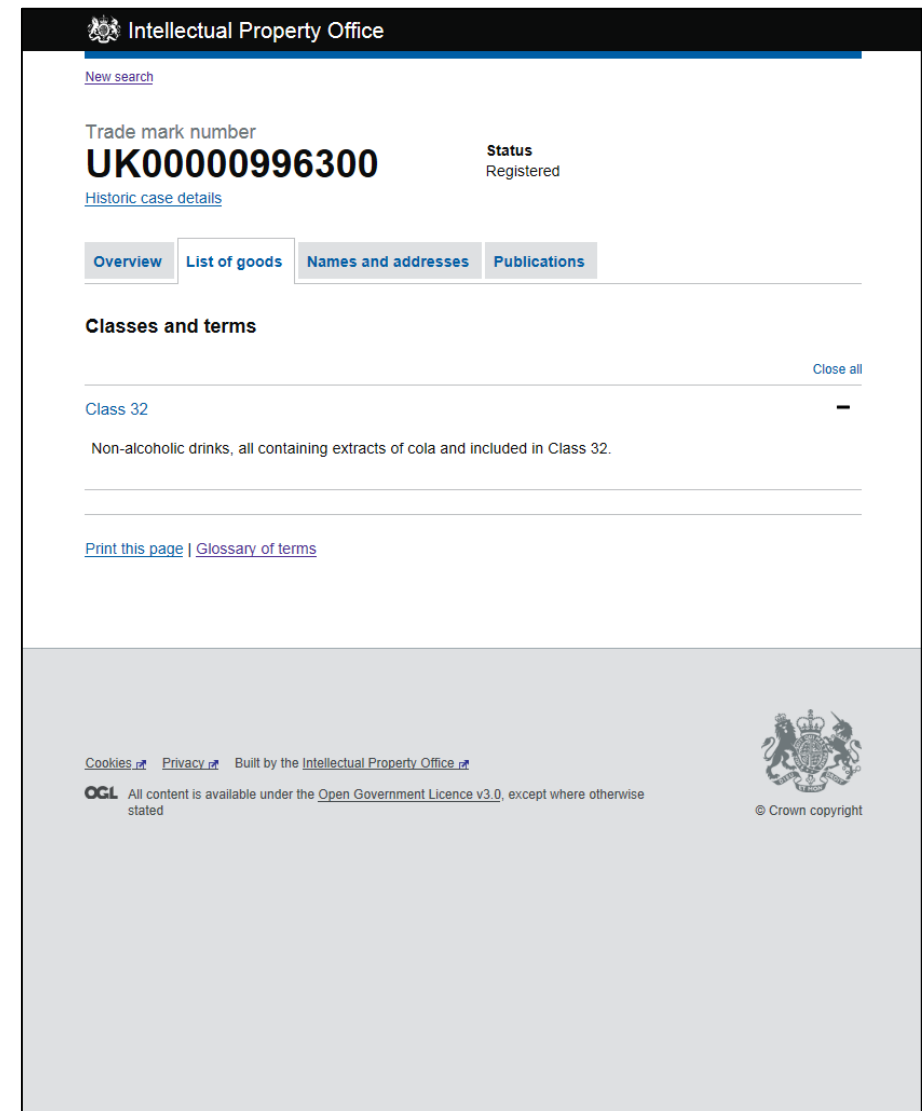
## Trade mark number search result (List of goods)

- 4/5 testers made no comments on this page.
- T3 noted they didn't see the benefit of having collapsible goods + services as they would always look at this.

“I don't see why I need to open it” – T3

### Action:

- Consider whether the goods/services should be automatically collapsible.



The screenshot shows the Intellectual Property Office website interface. At the top, the logo and name 'Intellectual Property Office' are visible. Below this, there is a search bar with the text 'New search'. The main content area displays the trade mark number 'UK00000996300' and its status 'Registered'. A link for 'Historic case details' is provided. A navigation menu includes 'Overview', 'List of goods', 'Names and addresses', and 'Publications'. The 'List of goods' section is expanded, showing 'Class 32' with a description: 'Non-alcoholic drinks, all containing extracts of cola and included in Class 32.' A 'Close all' link is present. At the bottom, there are links for 'Print this page' and 'Glossary of terms'. The footer contains links for 'Cookies', 'Privacy', and 'Built by the Intellectual Property Office', along with the OGL (Open Government Licence) and the Royal Coat of Arms logo with '© Crown copyright'.

Status: 



## Trade mark number search result (Names & addresses)

- No comments made.

Intellectual Property Office

[New search](#)

Trade mark number  
**UK00000996300** Status  
Registered

[Historic case details](#)

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

**Owner(s) name**

**PepsiCo, Inc.**  
700 Anderson Hill Road, Purchase, New York 10577-1444, United States of America, United States

**Country of incorporation**  
United States

**Incorporation state**  
North Carolina

[View owner's other trade marks](#)


**IPO representative name**

**Murgitroyd & Company**  
Scotland House, 165-169 Scotland Street, Glasgow, G5 8PL, United Kingdom

[Print this page](#) | [Glossary of terms](#)

[Cookies](#) [Privacy](#) [Built by the Intellectual Property Office](#)

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### Action:

- No action required.

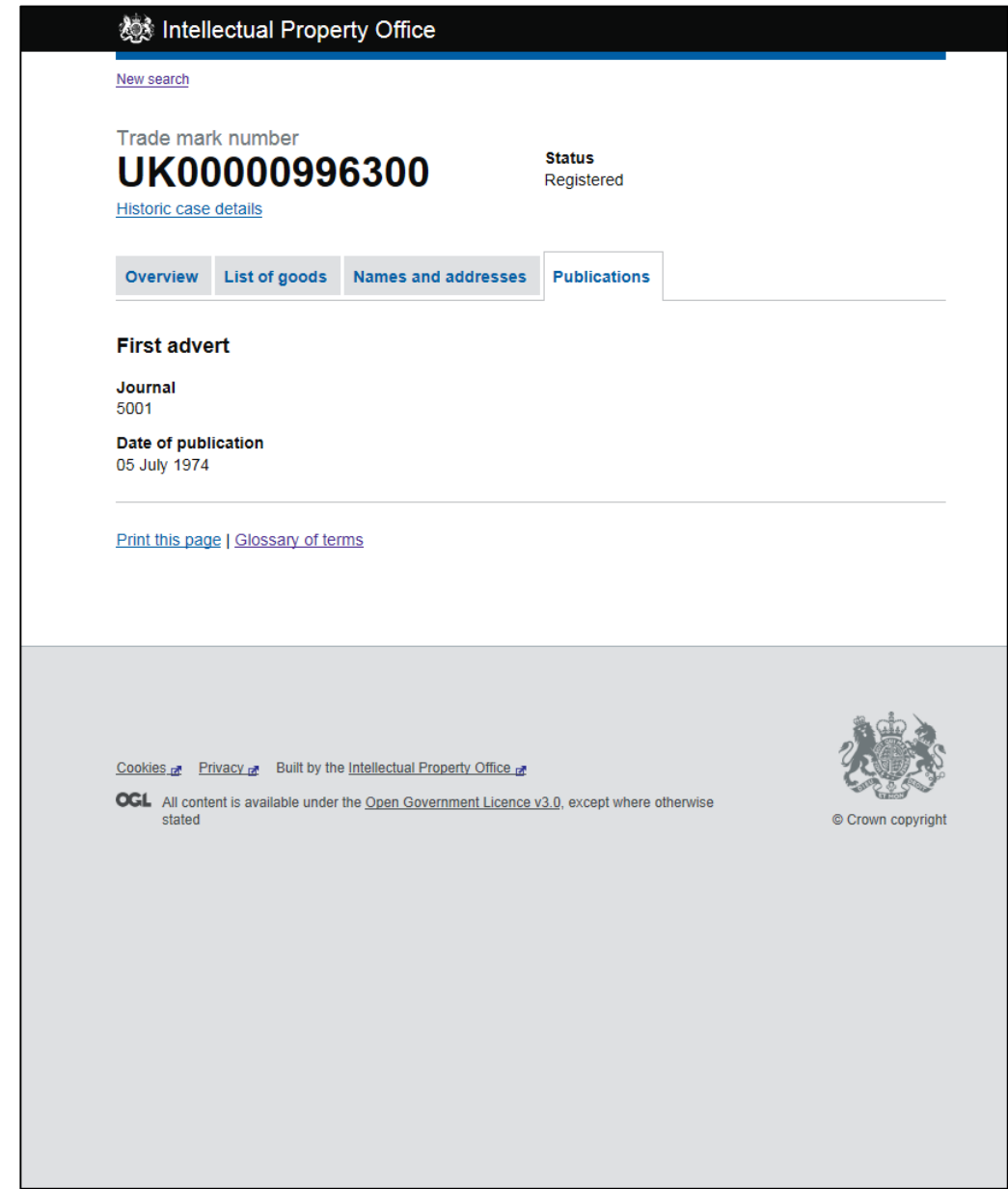
Status: 

## Trade mark number search result (Publications)

- Testers had no problems with this page.
- T4 noted on this page they would like a cancellations & opposition tab.
- **NOTE:** The opposition tab does not appear in the case details unless there is an opposition. This was not clear to testers but is like for like in the live service.

### Action:

- No actions required.



The screenshot displays the Intellectual Property Office website interface. At the top, the logo and name 'Intellectual Property Office' are visible. Below this, there is a 'New search' link. The main content area shows the trade mark number 'UK00000996300' and its status 'Registered'. A 'Historic case details' link is provided. A navigation bar contains tabs for 'Overview', 'List of goods', 'Names and addresses', and 'Publications', with 'Publications' being the active tab. Under the 'Publications' tab, the 'First advert' section is shown, including the 'Journal' (5001) and the 'Date of publication' (05 July 1974). At the bottom of the page, there are links for 'Cookies', 'Privacy', and 'Built by the Intellectual Property Office'. The Open Government Licence (OGL) logo and text are also present, along with the Royal Coat of Arms and the text '© Crown copyright'.

Status: 

## Glossary of terms

- 2 testers (private applicants) viewed this page, T1 didn't see the links at the top and scrolled down to the information they were looking for.
- T2 used 'ctrl + f' to search for 'priority'. This found the information but the tester noted the description for priority was unhelpful.

<b>Priority</b>	
If the applicant has applied for this trade mark outside the UK in a period of no more than six months before filing the UK application, then they can claim <b>priority</b> from the earlier trade mark.	
<b>Heading</b>	<b>Description</b>
<b>Priority</b> date	The date of the international <b>priority</b> claim.

### Action:

Review content & layout of page.

Intellectual Property Office

[New search](#)

## Glossary of terms

**Contents:**

- [Trade mark section](#)
- [Status definitions](#)
- [Relevant dates](#)
- [Conversion](#)
- [Transformation](#)
- [Priority](#)
- [List of goods and services](#)
- [Name and address](#)
- [Oppositions](#)
- [Cancellation applications](#)
- [Licences](#)
- [Securities](#)
- [Historic events](#)

**Trade mark section**

Contains representation(s) of the mark(s), status of trade mark and other mark related information.

Status definitions	
Status	Definition
Application received	The application has been received at the Intellectual Property Office (applicable only to applications not filed electronically).
Examination	The application is awaiting examination or has been examined.
Pre-publication	The application has been examined and accepted for publication.
Application published	The application has been accepted and published in the Intellectual Property Office Trade Marks Journal for opposition purposes.
Registered	The trade mark is registered and is legally protected.
Opposed	The application has been published and opposition to the registration of the mark has been filed.
Cancellation application	The trade mark is registered and an application to cancel the registration has been filed.
Appealed	The application has been refused by the Intellectual Property Office and the applicant has appealed the decision.
Merged	The trade mark has been merged with similar trade mark registrations.
Expired	The trade mark registration has not been renewed.
Withdrawn	The application for registration has been withdrawn by the owner or the application was a 'Right Start' application and the continuation fee was not paid. (see historic events details).
Refused	The application has been refused by the Intellectual Property Office.
Cancelled	The registration has been cancelled following a successful application for cancellation.
Surrendered	The trade mark registration has been surrendered by the owner and the trade mark is no longer registered.
Removed	The trade mark registration has not been renewed, but is still in the restoration period.
Dead	The trade mark registration has not been renewed, and the period for restoration has expired.

Status: 

## View historic case details (Event history)

- 3/5 testers were unclear what information would be displayed under each tab.
- Testers noted the page displays historical information but it doesn't say how far it goes back, meaning users could scroll through lots of information and not find what they're looking for.
- T2 & T3 believed an explanation is needed explaining timelines for historic events.
- T3 would like to filter event history into specific categories e.g. change of ownership, change of details etc.


“At what time does something get archived?” – T3

### Action:

- Explanation of when events are archived.


The screenshot shows the Intellectual Property Office website interface. At the top, the logo and name 'Intellectual Property Office' are visible. Below this is a navigation bar with a link 'Back to case details'. The main content area displays the trade mark number 'UK00000996300'. There are three tabs: 'Event history' (which is active), 'Goods and services history', and 'Archived history'. Under the 'Event history' tab, there is a section titled 'List of events'. This section contains four entries, each with a date, type, and text description:

Date	Type	Text
07 March 2016	Edit owner	Name and address details were amended.
21 May 2015	Edit representative	Name and address details were amended.
06 May 2015	Edit representative	Name and address details were amended.
16 May 2014	Edit representative	Name and address details were amended.

Status: 

## Trade mark number search result (Goods & Services history)

- No comments were made on this page.

 Intellectual Property Office

[Back to case details](#)

Trade mark number  
**UK00000996300**

[Event history](#) | [Goods and services history](#) | [Archived history](#)

---

**Classes and terms**

As at 27 September 2012

**Class 32** Non-alcoholic drinks, all containing extracts of cola and included in Class 32.


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[Print this page](#) | [Glossary of terms](#)

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[Cookies](#) | [Privacy](#) | Built by the [Intellectual Property Office](#)

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### Action:

- No actions required.

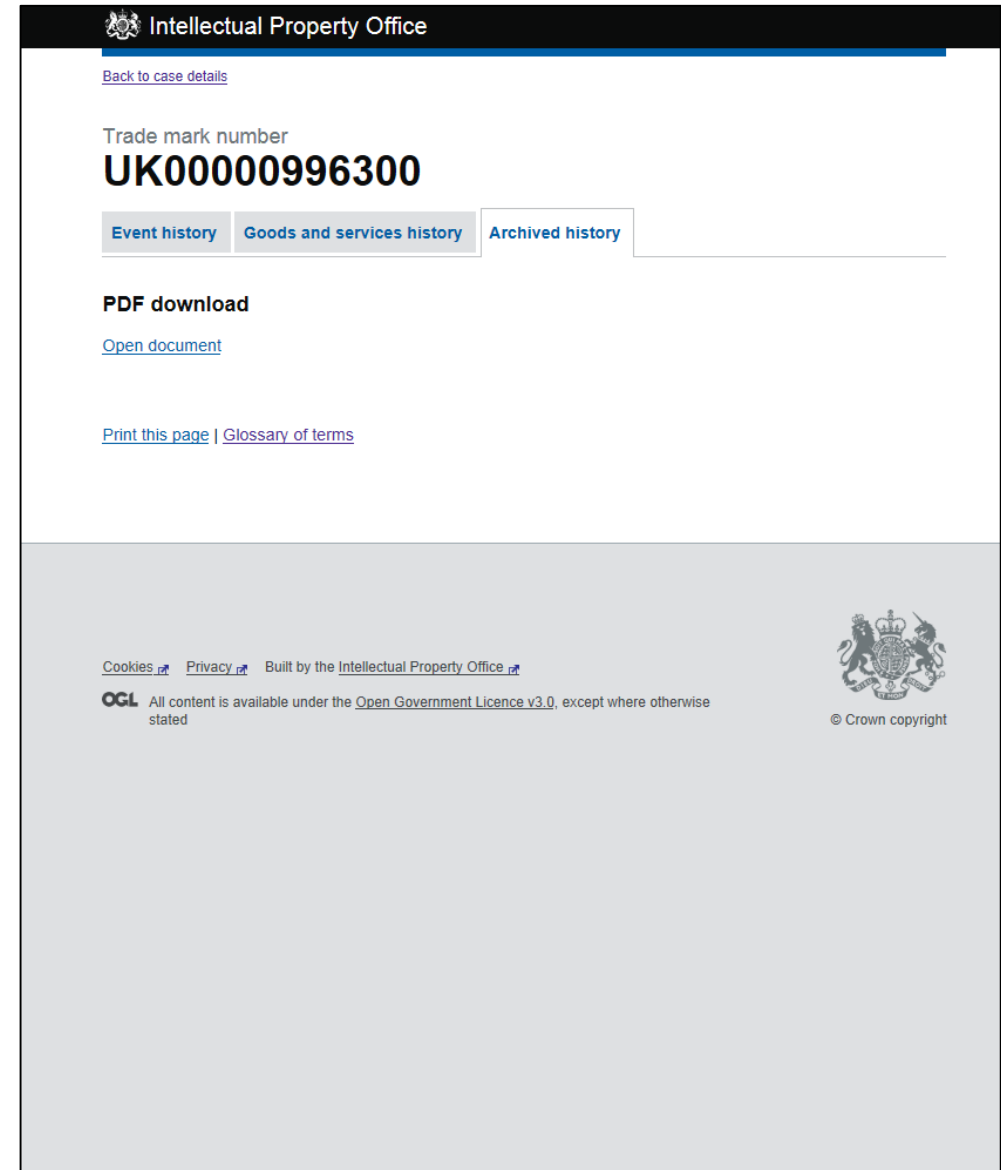
Status: 

## Trade mark number search result (Archived history)


- T2 clicked the PDF download but it crashed – this however was most likely due to testing taking place outside of the IPO.
- T2 was also happy to see the PDF download opened in a new tab.

### Action:

- Ensure PDF download works when live, otherwise no action required.
- As per slide 13, include date of archived information.



The screenshot displays the Intellectual Property Office (IPO) website interface. At the top, the IPO logo and name are visible. Below this, a link for "Back to case details" is present. The main heading is "Trade mark number UK00000996300". There are three tabs: "Event history", "Goods and services history", and "Archived history", with "Archived history" being the active tab. A "PDF download" section contains a link for "Open document". At the bottom of the main content area, there are links for "Print this page" and "Glossary of terms". The footer includes links for "Cookies", "Privacy", and "Built by the Intellectual Property Office", along with the Open Government Licence (OGL) text and the Crown copyright logo.

Status: 

## Search for a trade mark by owner

- Testers were asked to search for 'PepsiCo', T2 typed in 'Pepsi' as he expected all results containing that word to be returned – this didn't bring up PepsiCo so the tester then went back to this page and typed in 'PepsiCo' which was successful.

**NOTE:** This is how the live site works.

- T2 would like to see a predictive search element when typing in owner.

**NOTE:** Testers weren't given a postcode as part of their profile and this was not questioned as potentially mandatory by testers.

"If PepsiCo works, it's poor matching of names" – T2

### Suggestion:

- Enable search results to display similar user searches: e.g. return everything with 'Pepsi' included.

The screenshot shows the Intellectual Property Office website interface for searching by owner. At the top, the logo and name 'Intellectual Property Office' are visible. The main heading is 'Search for a trade mark by owner'. Below this, a paragraph explains the service: '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.' There are two input fields: 'Owner's name' and 'Owner's postcode (UK only)'. The postcode field has a note: 'Postcodes must be entered in the standard UK format. For example, NP10 8QQ.' A green 'Search' button is located below the fields. At the bottom of the page, there are links for 'Cookies', 'Privacy', and 'Built by the Intellectual Property Office'. The Open Government Licence (OGL) v3.0 is also mentioned, along with the Royal Coat of Arms and '© Crown copyright'.

Status:

## Search for a trade mark by owner (owners results)

- T1 & T2 were confused by multiple owners with the same address – duplicate data issue.  
**NOTE:** This is how the live site works.
- T2 expected the search results to appear on this page with most similar first. As previously mentioned, T2 initially searched for Pepsi and expected PepsiCo to appear in the list but below anything with an exact match with Pepsi.
- T3 understood why this happened & admits it's annoying but not the IPO's fault.

"I will hold up my hands & say it's not the IPO's fault" –  
T3

### Suggestion:

- Consider text on page to explain potential duplicate accounts.

See over also for comments.

Intellectual Property Office

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

## Search for a trade mark by owner

Your search found 2 owners Page 1 of 1

---

[PepsiCo, Inc.](#)

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

---


[PepsiCo, Inc.](#)

<b>Client id:</b> 384805	<b>Address:</b> 700 Anderson Hill Road, Purchase, New York, 10577, United States
-----------------------------	---

Page 1 of 1

[Cookies](#) [Privacy](#) Built by the [Intellectual Property Office](#)

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Status:



## Search by owner (click on owner's TM's)

- Testers were asked at this stage to locate TM UK00000996300 – PepsiCo. This returned 322 results across 17 pages.
- 5/5 testers asked for an option to sort/filter the results.
- Equally, 5/5 testers were unsure how the data was currently sorted.
- **NOTE:** These points were also raised when we tested the Track a Trade mark prototype.
- T3 & T5 used 'ctrl + f' to search for the trade mark but had to repeat this for each page until they found the trade mark. T5 therefore suggested having the results in a long list so 'ctrl + f' would instantly find their search.
- **NOTE:** When skipping to the last page, 0 results are then available. The navigation buttons then fail to work, meaning the user must return to the start of the service and start the search again.

“322 results –  
Oh God” – T3

“If I couldn't  
sort the results  
it would be very  
annoying” – T2

### Action:

- Allow users to filter/sort information based on their preference.

### NOTE:

- User expectation for searchable registers to have this feature as standard.

#### UK00002349428

Status: Registered  
Mark text: DORITOS LATINOS  
File date: 21 November 2003  
Classes: 29, 30

#### UK00002350042

Status: Registered  
Mark text: PEPSI Twist  
File date: 07 February 2002  
Classes: 32



#### UK00002355585

Status: Dead  
Mark text: PEPSI MAX  
File date: 11 February 2004  
Classes: 14



#### UK00002355586

Status: Registered  
Mark text: PEPSI  
File date: 11 February 2004  
Classes: 14



#### UK00002360302

Status: Registered  
Mark text: LATINOS  
File date: 05 April 2004  
Classes: 29, 30

#### UK00002360411

Status: Registered  
Mark text: Doritos LATINOS  
File date: 07 April 2004  
Classes: 29, 30



Status: ■

## Search for a trade mark by word, phrase and/or image

- 3/5 received error messages when searching by word. T2 didn't see the error message and was confused why the search didn't work. Tester 5 tried numerous times to search by word but due to the error message the facilitator had to assist. T5 said at this point they would leave the service and use TM View.
- T1 & T2 (both private applicants) thought all fields were mandatory and tried to complete the page in full. T5 selected 'image and word' and received an error message asking to refine their search. The tester tried numerous times but still received the same error message – T5 didn't know what to do to refine their search criteria. (Please see page 21 for T5's user journey).
- 3/3 testers (all attorney testers) admitted they do not use the IPO for image searches due to the volume of results it would return. They noted they outsource image searches to clearance companies such as Compumark & Thomson Reuters.
- T1 confused 'category' with 'classification', the tester tried to locate a classification similar to their own product (class 28 – toys) but was surprised to see a different heading under 'category'.
- 4/5 testers didn't use the help text, T5 got stuck at this point and recommended having help text on this page – he didn't notice the 'Help' dropdown option under each heading. T2 used the help text and found it useful. T2 recommended doing the same for other search functions, for example priority date.
- T2 questioned why there was an option to use 'ALL' or 'ANY' of these words when he was only searching for one word.
- Continued over the page.....

### Action:

- Meaningful error messages: Eg: narrow search criteria.
- Iterate screen design and test.

## Search for a trade mark

by word, phrase and/or image

Search by

---

**Trade mark word**  
[▶ Help](#)

Search type

Search word(s)

Use ALL these words  Use ANY of these words

---

**Classification**  
[▶ Help](#)

Select class(es)

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

---

**Refine search**  
[▶ Help](#)

Filed between  
Day Month Year and Day Month Year  
   and

Status

Results per page

---

## Search for a trade mark by word, phrase and/or image

- T2 used the 'add classes with similar goods/services' and wasn't confident with the suggested results. The tester then removed classes they believed weren't relevant.
- T2 clicked on the 'Status' tab and saw there was only 'Live' and 'Dead'. T2 believed there should have been more options, such as 'expired'. T2 also requested to then be able to select more than one option e.g. registered, expired etc.
- **NOTE:** The current status and replicate live.
- Observer comment – class 29 & 30 are labelled as the same.
- Observer comment: The page asks how many 'results per page' but at this point the user would not know how many results will actually be returned, this filtering option should be available once the user has clicked search.
- None of the testers used the refine by date option when searching.

**Classification**  
▶ [Help](#)

Select class(es)

29 - Foodstuffs x 30 - Foodstuffs x

"I thought there was a status called expired?"

– T2

### Suggestion:

- Make help text more prominent and enable user to search by more specific status's such as registered & expired.

## Search for a trade mark

by word, phrase and/or image

Search by  
Word

**Trade mark word**  
▶ [Help](#)

Search type  
Similar

Search word(s)

Use ALL these words  Use ANY of these words

**Classification**  
▶ [Help](#)

Select class(es)  
Click here to select a class...

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

**Refine search**  
▶ [Help](#)

Filed between

Day	Month	Year		Day	Month	Year
1	1	1876	and	22	3	2017

Status  
All

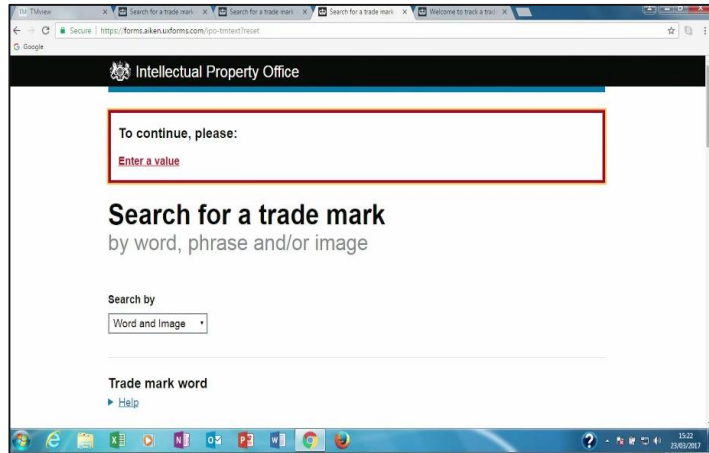
Results per page  
20

**Search**

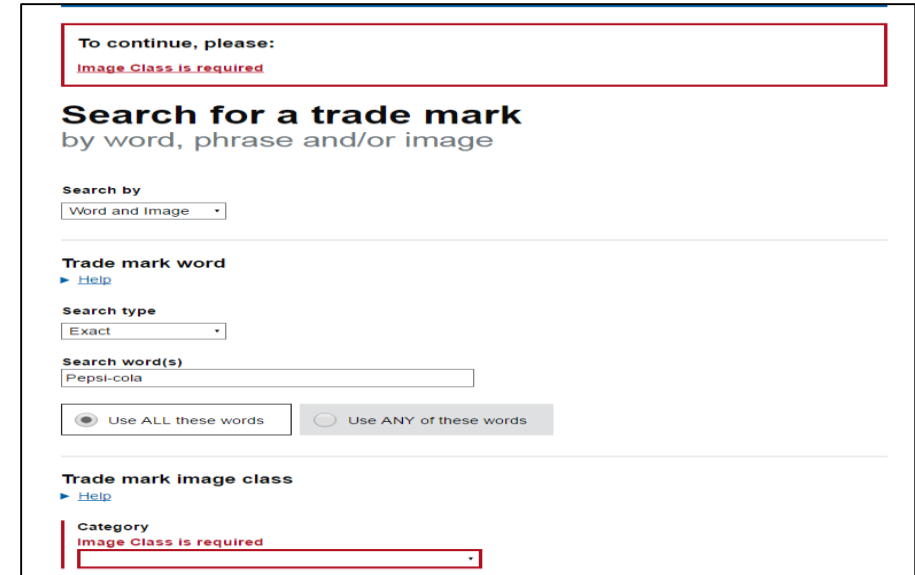
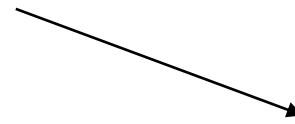
Status: 

# T5's error messages replicated:

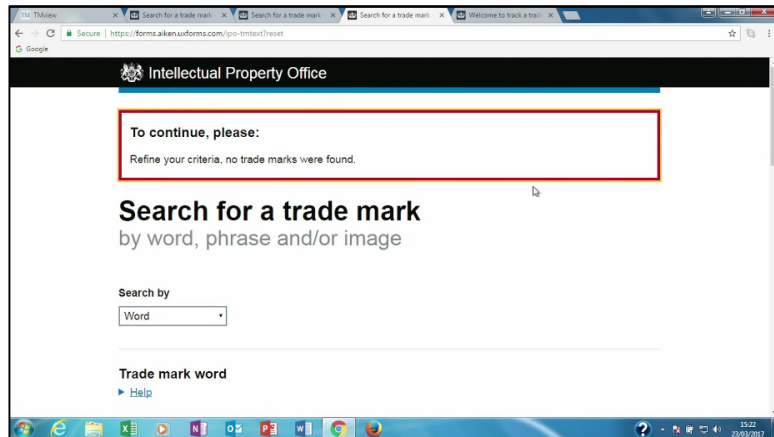
1. Searched initially by 'word & image' and search type 'exact' and generated the following error message:



**\*\* Please note** that when replicating the same journey today has generated the following error message:

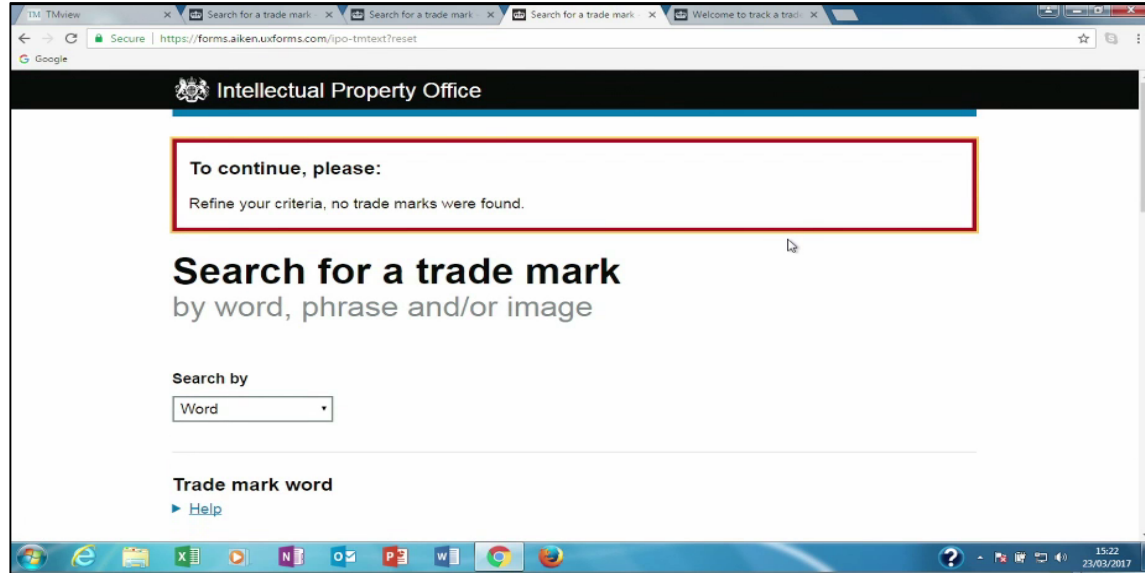


2. T5 then changed search by to 'word' and search type to 'Contains word' which generated the following error message:

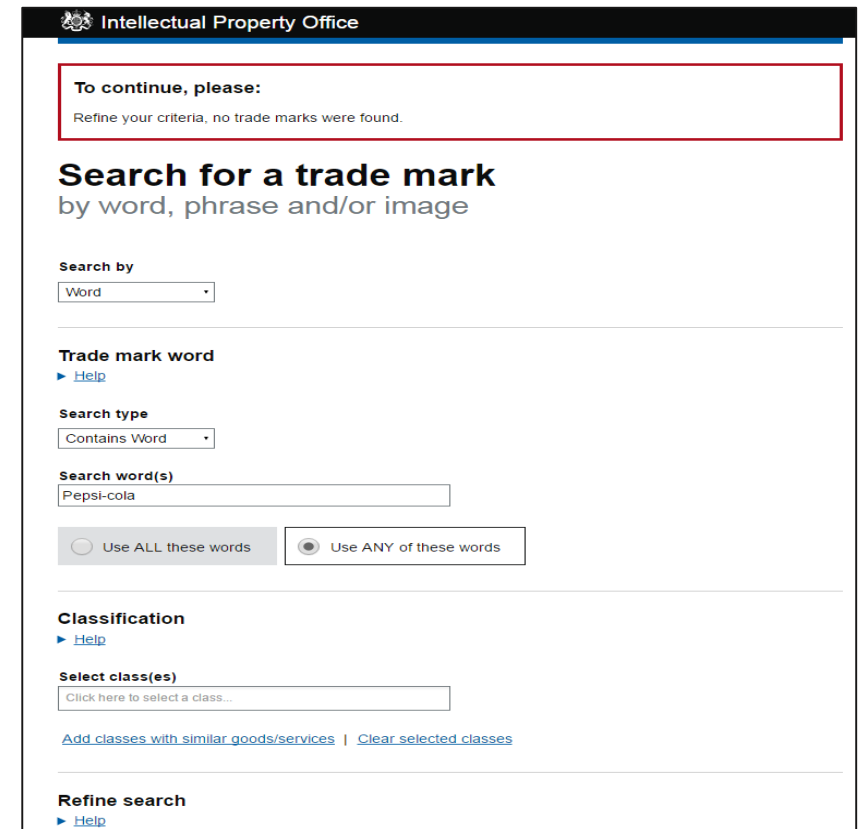


# T5's error messages replicated continued:

2. T5 then changed search by to 'word' and search type to 'Contains word' which generated the following error message:



3. T5 then changes the radio button to 'Use ANY of these words which generated the same error message:



## Search for a trade mark by word/image results

- As T2 searched by the status 'live', they were curious why 'expired' appeared in the list.
- 3 out of 5 testers were frustrated when clicking 'add to shortlist' as the webpage automatically jumped to the top of the screen, meaning testers had to scroll back down through the list.
- 4 out of 5 testers suggested sorting/filtering of results as they were again unsure how the information was currently sorted.
- View shortlist is only available at the top of the page when something is added to the shortlist, T2 believed 'view shortlist' should always be available, even if it said 'view shortlist(0)'.

“I'd like a message to say 'added to shortlist' once clicked add to shortlist” –  
T2

The screenshot shows the Intellectual Property Office search results page. At the top, it says 'Intellectual Property Office' with a logo. Below that, there are links for 'New search' and 'Amend search'. The main heading is 'Search for a trade mark by word, phrase and/or image'. It indicates that the search found 235 marks. The results are listed in three entries, each for the trademark 'PEPSI'.

Trademark ID	Status	Mark text	File date	Classes
EU000012526	Expired	PEPSI	01 April 1996	25, 29, 30, 32, 33
EU000105247	Registered	PEPSI	01 April 1996	25, 32
EU000105338	Registered	PEPSI	01 April 1996	25, 32

Each entry includes a small image of the 'PEPSI' logo and a blue button labeled '+ Add to shortlist'.

### Action:

- Page to stay in the same place once 'add to shortlist' is selected. Enable users to filter/sort results.

### Suggestion:

- Adding shortlist link permanently even if there are no trade marks added – 'View shortlist (0)'

Status:

# To Consider

- At multiple stages during testing, testers were asked to return to a previous screen; 4/5 testers noted they would prefer a back button within the service as opposed to using the web browser back button based upon their experience using the IPO website. A back button is present on most pages, but is missing from a select number of pages.
- The opposition tab does not appear in the case details unless there is an opposition. Even if there is no opposition associated with the trade mark, consider adding the tab to inform users there are no oppositions.
- Links to be available throughout the service to allow the users to switch between search selections. As 3/5 testers struggled with searching by word, the testers noted they would then like to search by something else e.g. number or owner.
- T2 would like to see the shortlist from TM Search link to Track a Trade mark.

End of report