Info Centre and group of attorneys

7th March 2017

Objective – Test TM Search prototype

Tester	Profile
T1	Info Centre Staff (Internal tester)
T2	TM Attorney (External tester, Attorney in a large business)
T3	TM Attorney (External tester, Independent, small firm)
T4	TM Attorney (External tester, large firm of attorneys)
T5	TM Attorney (External tester, Partner, large firm of Attorneys)
T6	Patent attorney (External tester, Partner, large firm of Attorneys)

Intellectual Property Office

Search for a trade mark

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.

Trade mark number

The trade mark is

- ⦿ a National UK trade mark
- ◯ an EU trade mark
- ◯ an International Registration designating the EU
- ◯ an International Registration designating the UK

Continue

Intellectual Property Office

New search | View historic case details

Search for a trade mark

Trade mark number
UK00000714804

Status
Registered

| Overview | List of goods | Names and addresses | Publications |

Trade mark

Pepsi-Cola

Dates

| **Filing date** | **Date of entry in register** | **Renewal date** |
| 11 February 1953 | 11 February 1953 | 11 February 2022 |

Printer-friendly view | Glossary of terms

Search for a trade mark

Trade mark number
UK00000761069

Status
Dead

| Overview | List of goods | Names and addresses | Publications |

Close all
−

Class 32

Non-alcoholic carbonated beverages and preparations for making such beverages, all included in Class 32.

TM Search prototype

Find a Registered Design search service

Intellectual Property Office

Search for a trade mark

Trade mark number
UK00000714804

Status
Registered

| Overview | List of goods | Names and addresses | Publications |

Trade mark

Dates

| Filing date | Date of entry in register | Renewal date |
| 11 February 1953 | 11 February 1953 | 11 February 2022 |

Printer-friendly view | Glossary of terms

GOV.UK Find a registered design

BETA This is a new service - your feedback will help us to improve it. Find out more about the beta phase.

Design number
2101909

Status
Expired

Registration date
18 May 2001

Expiry date
18 May 2011

| Overview | Illustrations | Names and addresses | History |

Application date

18 May 2001

Description

A package

Classification

Class	09 - Packages and containers for the transport or handling of goods
Sub class	05 - Bags, sachets, tubes and capsules
Indication of goods	Packaging - plain

Intellectual Property Office

Search for a trade mark

Search by owner

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.

▶ Help

Owner's name

Owner's postcode (UK only)

Search

Intellectual Property Office

New search | Amend search

Trade mark search results

1

Your search found 4 owners

PepsiCo, Inc.

Client id:
111331

Address:
700 Anderson Hill Road, Purchase, New York 10577-1444, United States of America, United States

PepsiCo Holdings

Client id:
49329

Address:
63 Kew Road, Richmond, Surrey, TW9 2BB, United Kingdom

PepsiCo, Inc.

Client id:
384805

Address:
700 Anderson Hill RoadPurchase, New York, 10577, United States

PepsiCo Europe Holdings B.V.

Client id:
192945

Address:
Havenstraat 122, 1404 EM Bussum, The Netherlands, Netherlands

1

T3 expected this search to bring back all of the cases for that owner.

T4 would like to be able to control how many marks are listed on the page.

She would also prefer a better pagination option eg:

<< < 1 of 30 > >>

T6 felt –

- That there was a lot of wasted space
- He couldn't tell what the data is sorted by and suggested that the default should be the most recent first

T6 was also not happy that there were names that had been duplicated on this page.
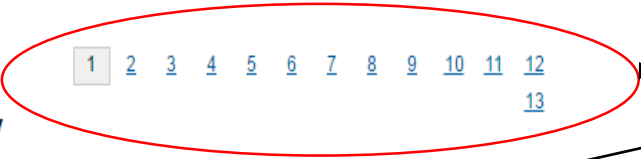
3/6 testers would welcome better filtering options on this page.

Intellectual Property Office

New search | Amend search

Trade mark search results

‹ Return to Owner Search

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
13

Your search found 320 marks owned by PepsiCo, Inc.

UK00000714804

Status: Open
Mark text: Pepsi-Cola
File date: 11 February 1953
Classes: 32

UK00001323812

Status: Dead
Mark text: ICE MOUNTAIN
File date: 12 October 1987
Classes: 32

UK00000766464

Status: Other
Mark text: Mirinda
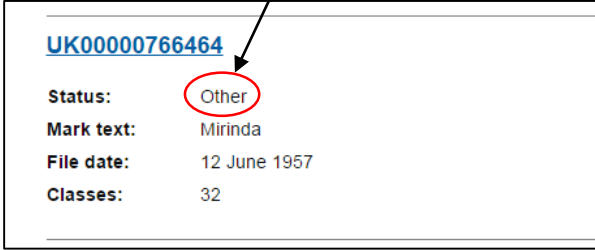File date: 12 June 1957
Classes: 32

T3 expected a 'next' button at the bottom of the page. She stated that she would get annoyed if she had to scroll from the bottom of the page back up to the top to change the page number.

T1 said that they couldn't see as much information at a glance in comparison to the current service.

6/6 testers did not know what the term 'Open' meant

T1 & T2 recognised the term 'Dead'

T2 did not recognise the term 'Other'.

Observation
Incorrect status used for 'open' – this should be 'Registered'
Status shown as 'Other' – TM case shows 'Removed'
Status shown as 'Open' – TM case shows 'Registered'

**N.B: This was a similar issue / feedback with the Designs journal – a 'Next' button has now been added.
Please see next page.

GOV.UK — View designs journal

BETA This is a new service - your feedback will help us to improve it. Find out more about the beta phase.

Select a time period

1992-1999   2000-2009   **2010-2017**

2010   2011   2012   2013   2014   2015   2016   **2017**

January   February   **March**

Page 1 of 17   Next ›

wallet

Design number	Date registered
6008535	**6 March 2017**
Status	Owner or agent
Registered	**Online Discount Store Ltd**

---

wallet

Design number	Date registered
6008517	**6 March 2017**
Status	Owner or agent
Registered	**Online Discount Store Ltd**

wallet

Design number	Date registered
6008516	**6 March 2017**
Status	Owner or agent
Registered	**Online Discount Store Ltd**

Page 1 of 17   Next ›

Intellectual Property Office

Search for a trade mark

Search by keyword, phrase and/or image

Search for
Word

Trade mark word

▶ Help

Search type
Contains String

Search word(s)

Refine search

▶ Help

Class(es)
Select a class...

Add classes with similar goods/services

Clear all

Filed between
1 1 1876

and
6 3 2017

Status
All

Results per page
10

Search

T3 uses word but not image – she felt that searching by image is too subjective.
T3 also mentioned again here about not being able to search by suffix.

T1 didn't know what a 'string' was – unfamiliar terminology.

T4 uses this search section the most, normally by 'Word' only

T3 generally ignores the dates.

** NB: In our current TM Search service, the search type defaults to 'similar'.

Action – Change the default to 'Similar' to maintain consistency.

Intellectual Property Office

Trade mark search: by word or image

Type of search
Search for Word

Trade mark word

Search type Similar
Search word(s)

○ Search for marks with ALL these words
○ Search for marks with ANY of these words

Search for a trade mark

Search by keyword, phrase and/or image

Search for

Word

Trade mark word

▶ Help

Search type

Contains Word

Search word(s)

○ Search for marks with ALL of these words

○ Search for marks with ANY of these words

Refine search

▶ Help

Class(es)

Select a class...

Add classes with similar goods/services

T3 said that these options were a bit irrelevant if you were only searching for one word.

T4 was also confused by the radio buttons because they don't make any sense if you only enter one word.

T3 commented that a PA would not know what classes to use and why choosing a similar one would be important.

Class(es)

32 - Beers and non-alcoholic drinks ✕

Add classes with similar goods/services

Observation
There is currently no help text in the prototype – in the current service, there is some help text and a link to the 'Classification guide'. However, there is no guidance as to why searching similar marks is important.

Refine search

Class(es) ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☑
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

☑ ☐ ☐ ☑ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☑ ☑ ☐ ☐ ☐ ☐ ☑
21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40

☐ ☐ ☐ ☐ ☐
41 42 43 44 45

[Add classes with similar goods/services] [Clear all]

⊘ Help
A trade mark must contain a list of the goods and/or services it is going to be used on. This is done using a classification system that is made up of 45 categories, called classes. 'Goods' can be found in classes 1 to 35 and 'Services' in 36 to 45.
Classification guide

Intellectual Property Office

Trade mark search results

Your search found 153 marks

EU000012526

Status:	Expired
Mark text:	PEPSI
File date:	01 April 1996
Classes:	25, 29, 30, 32, 33

PEPSI

+ Add to shortlist

T3 –
"Oh a shortlist. Is it going to produce an excel spreadsheet?".

EU000105247

Status:	Registered
Mark text:	PEPSI
File date:	01 April 1996
Classes:	25, 32

+ Add to shortlist

EU000105254

Status:	Registered
Mark text:	PEPSI MAX
File date:	01 April 1996
Classes:	25, 32

+ Add to shortlist

T3 did not expect to see a shortlist but when asked what she would expect this function to do, she explained that the user could add TM's to a shortlist to keep an eye on them.

T4 & T6 didn't use the 'Add to shortlist' feature but thought that this could be useful.

T5 was aware of the shortlist feature and uses this often.

T6 was not happy with the layout of this page, he felt that there was too much wasted space.

T6 did not like the images on the right hand side of the page and would rather they were on the left so he could quickly scan down the page.

Intellectual Property Office

Trade mark search results

Your search found 128 marks

EU000012526

Status:	Expired
Mark text:	PEPSI
File date:	01 April 1996
Classes:	25, 29, 30, 32, 33

✖ Remove from shortlist

EU000105247

Status:	Registered
Mark text:	PEPSI
File date:	01 April 1996
Classes:	25, 32

✖ Remove from shortlist

T3 did create a shortlist but commented that she expected there to be a bigger button for her to view this and for it to be in a more prominent place.

Intellectual Property Office

New search | View historic case details

Search for a trade mark

Trade mark number
EU000012526

Status
Expired

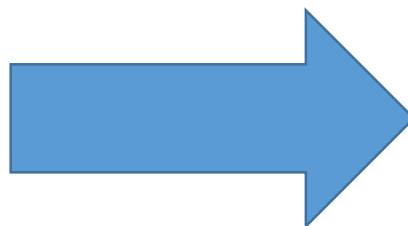| Overview | List of goods | Names and addresses | Publications |

Trade mark

Trade mark

PEPSI

Dates

| Filing date | Date of entry in register | Renewal date |
| 01 April 1996 | 31 March 1998 | 01 April 2006 |

Priority details

| Priority date | Priority country | TM from which priority claimed |
| 31 October 1995 | Benelux Office For Intellectual Property (BOIP) | 858392 |

Intellectual Property Office

Search for a trade mark

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.

Trade mark number

The trade mark is

○ a National UK trade mark

○ an EU trade mark

○ an International Registration designating the EU

○ an International Registration designating the UK

Continue