

Dialog® Trademark Search Basics Quick Reference Card

A trademark is a word, slogan, design, picture, or other symbol used by a business to identify its products or services and distinguish them from those of other businesses. It also establishes goodwill between the owner and the consumer. A list of TRADEMARKSCAN® databases available on Dialog, and countries covered, appears on page 4.

Command	Function	Example
begin or b	Specifies the database(s) to be searched. You can use a combination of file numbers and DIALINDEX®/OneSearch® categories up to a total of 60 databases.	b 226 b 116,570 b common not 16
expand or e	Verifies the spelling of a term and shows a list of alphabetically similar entries. Also can verify field code terms. After expanding , select appropriate E-numbers to create a set. Always expand on company and individual names.	e on=avon products e et=bring home the magic e st=registered
select or s select or ss	Creates a set of records that contain the search term(s). It is often helpful to use Select Steps (ss) so that each search term is retrieved in a separate set. It is then easy to combine the various sets in subsequent searches.	ss tr=(harbor? or view?) s heart(1n)heart s e3 (after an expand) s e2 or e7:e9 s s1 and s2 and s3
type or t set#/format#/items	Displays the designated search results continuously. Note: If no range is specified, only the first record will display. If no set number is specified, the last set created will be used. Can use words instead of format numbers (i.e., t s1/49/all; t s1/medium,k/1-10)	t s1/short/all t s7/19/1-5 t s3/tx,on,rn/1-10,21 t 3/8,k/all
display sets or ds	Displays the search history. May also be used with the from command to see which files contain hits in a OneSearch, e.g. ds from each.	ds ds from each

BOOLEAN OPERATORS	
Connector	Function
and	Use and to retrieve all the records that contain all of the search terms. s sew and what s s2 and s5
or	Use or to search for synonyms. s game or toy
not	Use not to eliminate a search concept, or to limit by date. s s4 not py>2006

PROXIMITY CONNECTORS	
Connector	Function
(w) ()	Requires that search terms be adjacent to one another and appear in the order designated. (Use (w) to replace embedded punctuation such as hyphens.) Note: () is the same as (w). s new (w) york or n () y.
(n)	Requires that the search terms be adjacent but in any order: s heart (n) heart: s piano (n) player
(#w) or (#n)	Allows up to the specified number of words to appear between search terms. Word order is controlled by the (n) or (w) operator. s gs=(child?(3n)game?)

Truncation (?)

- A "?" allows any number of characters following the designated stem: **s lemon?** retrieves *lemon*, *lemonade*, *lemonhead*, etc.
- To control truncation length, use multiple question marks to specify how many characters may follow the stem: **s magic??** retrieves *magic* or *magical* or *magicam*, but not *magician*.
- For plurals use a space between marks: **s lemon? ?** to retrieve *lemon* or *lemons*, but not *lemonade*.
- For internal variations, use a question mark for each character: **s l?mon** retrieves *limon* or *lemon*.

Basic Output Options

(Always verify formats on the Bluesheets; no free format in TRADEMARKSCAN® databases)

# (Format)	Record content
3 (Medium)	Trademark, Design Type, Classification Codes, Status, Series Code, Serial Number, Registration Number, Date Published and Date Registered
9	Full Record plus Design Codes
19 (Full)	Full record with image
29	Full record with image and Design Codes
39	Image only
49 (Short)	Trademark

Trademark Searching Tips Field Searching Techniques

Prefix	Field Name	Example
ow=	All Owners (always use expand)	e ow=microsoft
et=	Exact Trademark (expand recommended)	e et=bring home the magic
tr=	Rotated Trademark (must use question mark after every term and parentheses if more than one term)	s tr=tennis? and tr=anyone? s tr=(snack? and attack?)
st=	Status	s st=registered? s st=statement of use?
yp=	Publication Year	s yp=2005:2009
gs=	Goods/Services Description	s gs=(scooter? or running()board?)
rn=	Registration Number	s rn=1,649,535 or rn=1649535
lr=	Legal Representative (expand recommended)	e lr=joseph strabala
dt=	Document Type	s dt=sound only

Searching for Trademark Types:

Mark Type	Explanation	Example
Abbreviations	Not cross-referenced with the complete word so search variants	s ny or n(y) or new(y)ork s dr or doctor
Acronyms	Search the basic trademark indexes using all variations and the spelled out form	s hrtv or horse(w)racing(w)(television or tv) or horseracing(w)(television or tv) or h(w)r(w)t(w)v
British/ Canadian	Search British/Canadian spelling alongside standard American spellings	s tr=(honor? or honour?)
Coined Words	Search all phonetic variations	s benadryl or benadrill or benedryl or bennadril
Contractions	Not cross-referenced as two words. Search on the single word with punctuation deleted as well as the two words	s cant or (can and "not") Note: stop words such as "not" need to be in quotes to be searchable
Corrupted Words	Search by correct spelling and use variants	s easy or eze or ez
Designs	Use the Thomson & Thomson design codes and limit by class code and goods and services	s ds=(030309 and 020101)
Fanciful Spellings	In the U.S. and Canadian TRADEMARKSCAN files, there may be some cross-referencing of fanciful spelled words, but it is best to search for as many variations as possible.	s tr=castle? may retrieve kastle, but try it several ways to be sure: s tr=(castle? or kastle? or kastel?)
Initials or Repeating Words	Use with (w) or (n) proximity connectors	s heart(1w)heart will find "heart to heart"
Natural Spaces	Should be searched both ways	s esp or e()s()p
Numbers	Arabic (7), Roman (VII), or Word (Seven) should be searched using all translations.	s 7 or 11 will find 7-11, 7 Eleven or seven/eleven s 1 or uno or un or une or one
Ordinal Numbers	Should be searched all ways	s first or 1 st or 1()st
Phonetic Variations	Use truncation and common suffix, prefix and mid-word searches	For a drug name i.e., ceractin: s c?r?ct?n or s?r?ct?n s tr=(ceract? or cerakt? or ceraqt? or seract? or serakt? or sceraqt?) s tr=(actin@s? or actin@c?)
Plurals or Possessives	Drop the "s" and use truncation; be aware of irregular plurals	s rocket? will find rockets s goose or geese
Proper Nouns	Are not cross-referenced, use variants	s carol? or karol? or carrol? or karrol?
Punctuation	Is removed and remaining text is compressed	s ps2 will find ps/2
Run-on-marks	In the U.S. Trademark files, run-on-marks are compound words that are combined into a single term. In these files, the mark is indexed both as one word and as multiple words. Break apart the word and search using the Rotated Trademark index. Indexing prior to 1989 may not have been split up for whole word searching so you may want to use proximity or check Exact Trademark.	s tr=(pick? and me? and up?) will find pick- me-up, pickmeup and pick me up e et=pick me up e et=pick-m e et=pickmeup

<i>Searching for trademark types (Continued)</i>		
<i>Mark Type</i>	<i>Explanation</i>	<i>Example</i>
Special Characters and Symbols	Search using their literal equivalents.	s 100 and percent will find 100%
Stop Words	Stop words (AN, AND, BY, FOR, FROM, OF, THE, TO, WITH) are not searchable in the basic index. Logical operators must be within quotations.	s you() and ()me
Translations	In the U.S. and Canadian files, non-English marks may be cross-referenced to their English language equivalents, but search all ways to be sure. In international files, use both English and non-English equivalents.	s tr=(cheese? or queso? or fromage? or fromaggio? or formaggio? or kase?)

Using Database Limit Features

<i>Suffix</i>	<i>Field Name</i>	<i>Example</i>
/active	Limits to active applications and registrations	s s1/active
/ttab	Limits to trademarks with TTAB actions	s s1/ttab
/design	Limits to marks with word and design, design only, or stylized letters	s s7/design
/disc	Limits to disclaimer information present	s s1/disc
/inactive	Limits to expired, cancelled, or abandoned trademarks (1984+)	s s3/inactive
/nodesign	Limits to word only, or sound only types	s s5/nodesign
/nodisc	Limits to records with no disclaimer present	s s4/nodisc
/nottab	Limits to records with no TTAB action	s s7/nottab

International Classification Codes

IC=1 Chemicals	IC=16 Stationery Items	IC=31 Fresh Fruit, Vegetables, Live Animals, Farming
IC=2 Paints	IC=17 Rubber, Plastics	IC=32 Beer, Ales, Soft Drinks
IC=3 Cosmetics, Cleaning Products	IC=18 Leather, Substitute Goods	IC=33 Wines, Spirits, Liquors
IC=4 Industrial Oils and Grease	IC=19 Construction Materials	IC=34 Tobacco, Smokers Articles, Matches
IC=5 Pharmaceutical, Veterinary Products	IC=20 Furniture	IC=35 Advertising, Business Services
IC=6 Metals, Hardware	IC=21 Household or Kitchen Containers, Utensils, Brushes, Cleaning Implements	IC=36 Insurance, Financial Services
IC=7 Machines, Parts	IC=22 Ropes, Nets, Awning	IC=37 Construction, Repair, Cleaning Services
IC=8 Hand Tools, Cutlery	IC=23 Yarns, Threads	IC=38 Communications Services
IC=9 Scientific Instruments	IC=24 Fabrics, Blankets, Covers	IC=39 Transportation, Utilities Services
IC=10 Medical, Dental Instruments	IC=25 Clothing, Footwear, Headgear	IC=40 Materials Treatment, Working Services
IC=11 Appliances, Lighting, Heating, Sanitation	IC=26 Sewing Notions	IC=41 Education, Amusement Services
IC=12 Vehicles & Accessories	IC=27 Wall, Floor Coverings	IC=42 Scientific and Technological Services, Research & Design
IC=13 Guns, Explosives	IC=28 Games, Toys, Sporting Goods	IC=43 Services for providing food/drink; temporary accommodations, hotels
IC=14 Precious Metals, Jewelry	IC=29 Foods, Dairy, Meat, Preserved Foods	IC=44 Medical, Veterinary, Hygienic & Beauty Care, Pet Grooming, Agriculture, Forestry, Horticulture Services
IC=15 Musical Instruments	IC=30 Foods, Spices, Bakery Goods	IC=45 Personal, Social, and Security Services

DIALINDEX®

(Use DIALINDEX for quick and inexpensive preliminary common law screening.)

Command	Description	Example
begin 411	Connects to File 411 (DIALINDEX)	b 411
set files or sf	Specifies the databases to be scanned for your search terms. The file list can be pre-defined categories, file numbers, or a combination. Check the <i>Dialog Database Selection Guide</i> for OneSearch Categories.	sf all sf prodinfo sf papersmj sf common, brandnms
select or s	You may have only one select statement in DIALINDEX, so be sure to use parentheses for ORed terms if using "and" and "or" in the select statement.	s (california or kalifornia)(1n)(cooler or kooler)
save temp	You may name the search if you choose.	save temp cooler
rank files or rf	Displays a list of databases ranked by number of records identified.	rf
begin <file(s)> separated by commas	Begins OneSearch to search multiple databases at one time. Maximum number of files is 60.	b 9, 148 b n1:n5 b hits
execute steps or exs execute or ex	Executes the search that was saved in File 411. While still online, the default search is the last one saved. If executing a prior search, include the name, e.g., exs cooler. Ex creates one search set for all of the terms.	exs exs cooler ex
remove duplicates or rd	Removes the duplicate records from the set.	rd
type or t	Displays records from each database in a multiple-file search.	t s2/free,k/1-2 from each

TRADEMARKSCAN® Databases on Dialog

Australia (656)	Ireland (File 683)	Spain (228)
Austria (662)	Italy (673)	Sweden (675)
Benelux (658)	Japan (669)	Switzerland (661)
Canada (127)	Latvia (697)	United Kingdom (126)
China (651)	Liechtenstein (677)	U.S. Federal (226)
Community Trademarks (227)	Lithuania (File 685)	U.S. State (246)
Czech Republic (680)	Mexico (File 668)	
Denmark (659)	Monaco (663)	OneSearch Categories:
Finland (679)	Norway (678)	TMKS – All TRADEMARKSCAN® databases
France (657)	Poland (682)	ASIATMKS – Asia-Pacific databases
Germany (672)	Portugal (688)	NATMKS – North American databases
Hungary (681)	Slovak Republic (676)	EUROTMKS – European databases
International Register (WIPO) (671)	South Korea (655)	USTMKS – U.S. databases

Order File Histories -
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