

CLEARINGHOUSE



## **How to manage your Brandpulse service**

Trademark Clearinghouse

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Version 1.1



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## 1. Introduction

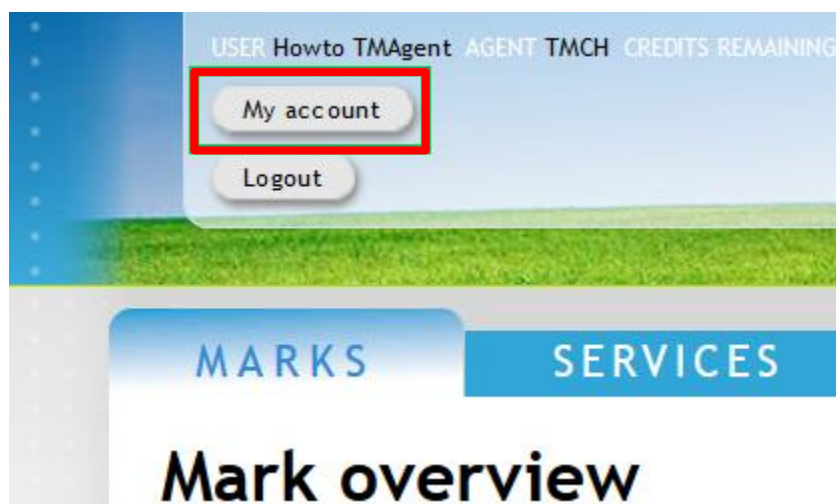
This document will provide TMCH Trademark Agents with a guide on how to manage their Brandpulse services, including:

- Opting-in to the Brandpulse service for an account;
- Activating the Brandpulse service for a trademark record;
- Generating a Brandpulse report; and
- Brandpulse report content.

## 2. Opting-in to Brandpulse

Before you can activate the Brandpulse service for a specific trademark record, you will first have to opt-in to the service for your TMCH account.

You can opt-in to the service by logging into your TMCH account and clicking on the “My Account” button.





Scroll down until you reach the following “Brandpulse” section of the “My Account” page:

BrandPulse is NOT active

**OPEN BRANDPULSE SERVICE**

By opting for these services, you agree that you would like to use BrandPulse by Datapulse service. Please note that It is not possible, however, to guarantee that transmitting data electronically is totally secure, virus-free or without error and, hence, such transmissions may be intercepted, tampered with, lost, destroyed, delayed or rendered unusable. You and us hereby recognize that no systems or procedures can wholly mitigate such risks. You and we hereby confirm that we accept these risks, duly authorize the use of electronic communications and agree to use commercially reasonable means to detect the more widely known viruses prior to sending information by electronic means. Each party shall be responsible for the protection of its own systems and interests in respect of electronic communications, and neither party shall be held liable in any manner or form, whether on a contractual, criminal (including negligence) or any other basis, for any loss, error or omission resulting from or relating to the use of electronic communications between the parties.

I accept the Terms & Conditions

**ACTIVATE BRANDPULSE**

To opt-in to the service, check the Terms & Conditions checkbox and click on the “Activate Brandpulse” button. The Brandpulse service will then be accessible and the “Open Brandpulse service” button will not be greyed out anymore.

ANCILLARY SERVICES - BRANDPULSE BY DATAPULSE

BrandPulse is ACTIVE

**OPEN BRANDPULSE SERVICE**

By opting for these services, you agree that you would like to use BrandPulse by Datapulse service. Please note that It is not possible, however, to guarantee that transmitting data electronically is totally secure, virus-free or without error and, hence, such transmissions may be intercepted, tampered with, lost, destroyed, delayed or rendered unusable. You and us hereby recognize that no systems or procedures can wholly mitigate such risks. You and we hereby confirm that we accept these risks, duly authorize the use of electronic communications and agree to use commercially reasonable means to detect the more widely known viruses prior to sending information by electronic means. Each party shall be responsible for the protection of its own systems and interests in respect of electronic communications, and neither party shall be held liable in any manner or form, whether on a contractual, criminal (including negligence) or any other basis, for any loss, error or omission resulting from or relating to the use of electronic communications between the parties.

**DEACTIVATE BRANDPULSE**



### 3. Activating the Brandpulse service for a trademark record

**Note:** We suggest not activating the report for a trademark record that contains less than 3 characters in the trademark name, otherwise the generated report will most likely contain excessive false positives.

#### 3.1. Brandpulse Interface

To open the Brandpulse service interface, you can click on the “Open Brandpulse service” button [Figure 1] in the “My Account” page or click on the “Services” tab [Figure 2].

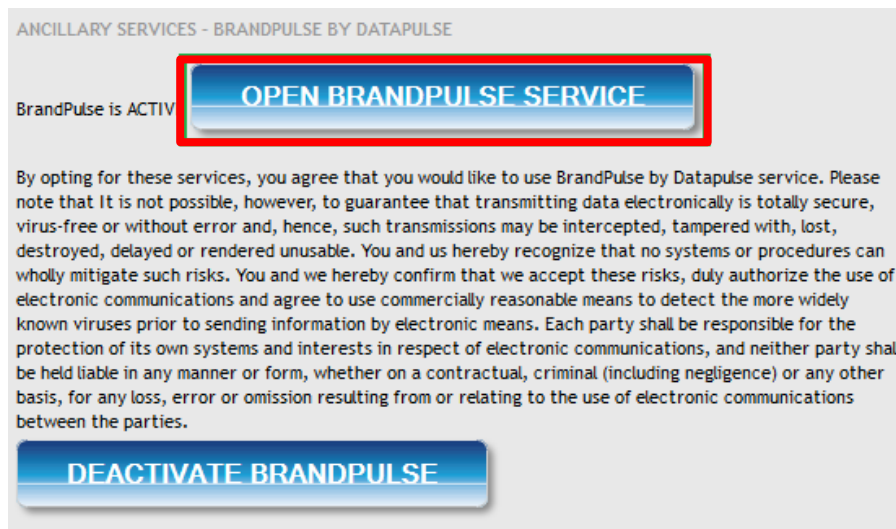


Figure 1: “Open Brandpulse Service” button on the “My Account” page

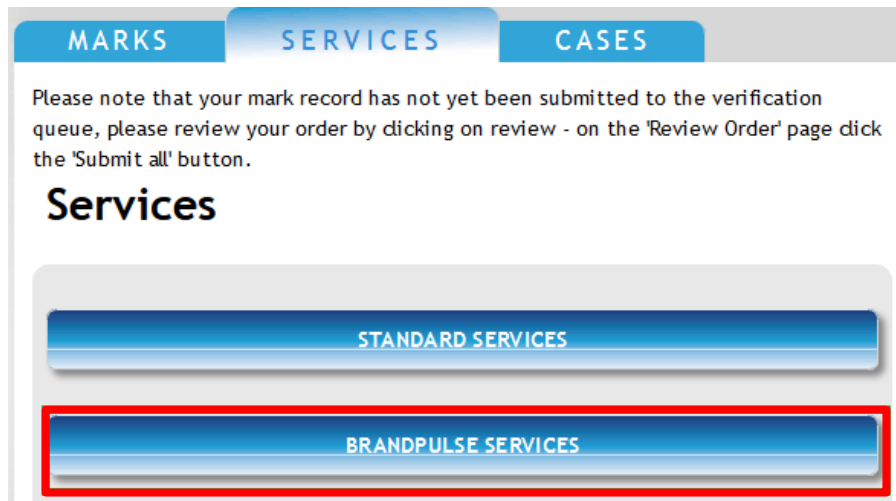


Figure 2: The “Services” button



In the Brandpulse interface, an overview of your eligible trademark records will be visible.

You can also filter on “Activated marks” and “Not-activated marks”, use the “Search mark” field to search for specific mark names or the “Search holder” field to search on holder names or organizations. The filter or search results will be visualized in the overview after clicking the “Search” button.

Please note that your mark record has not yet been submitted to the verification queue, please review your order by clicking on review - on the 'Review Order' page click the 'Submit all' button.

## BrandPulse Service by DataPulse

All eligible marks ?

Activated marks

Not-activated marks

<input type="checkbox"/>	Mark	Holder	Activated	Srvc End		
<input type="checkbox"/>	<a href="#">New Trademark</a>	Holder	Not activated		<input type="button" value="Activate service"/>	<input type="button" value="Report"/>

### 3.2. Activate the Brandpulse service for one trademark record

After you find the trademark record for which you want to activate the Brandpulse service, click the “Activate service” button next to the mark record.

Please note that your mark record has not yet been submitted to the verification queue, please review your order by clicking on review - on the 'Review Order' page click the 'Submit all' button.

## BrandPulse Service by DataPulse

All eligible marks ?

Activated marks

Not-activated marks

<input type="checkbox"/>	Mark	Holder	Activated	Srvc End		
<input type="checkbox"/>	<a href="#">New Trademark</a>	Holder	Not activated		<input type="button" value="Activate service"/>	<input type="button" value="Report"/>



You will be redirected to the “Order” page, where you see an overview of the trademark record for which you are activating the service and the price of the activation:

MARKS

SERVICES

CASES

## BrandPulse Service - Activate additional marks

The BrandPulse service will be activated for the following marks for 1 year. The amount of  will be withdrawn from your account.

Mark	Holder	Service End
New Trademark	newtrademark	2021-11-18

I would like to receive a monthly consolidated report for these marks via email. Consolidated reports will be sent to the [email address\(es\)](#) configured for your account on the first day of every month.

### Terms & Conditions

BRANDPULSE SERVICES

Terms and Conditions for Trademark Agents

These Terms and Conditions stipulate the contractual agreement for the Activation of the Brandpulse Services and is applicable between CHIP S.A.,

accept the Terms & Conditions

ACTIVATE BRANDPULSE FOR THE ABOVE MARKS

CANCEL



Check the Terms & Conditions checkbox and click “Activate the Brandpulse service for the above marks” to activate the Brandpulse service for the concerning trademark record.

Mark	Holder	Service End
New Trademark	newtrademark	2021-11-18

I would like to receive a monthly consolidated report for these marks via email. Consolidated reports will be sent to the [email address\(es\)](#) configured for your account on the first day of every month.

### Terms & Conditions

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Terms and Conditions for Trademark Agents

These Terms and Conditions stipulate the contractual agreement for the Activation of the Brandpulse Services and is applicable between CHIP S.A.,

accept the Terms & Conditions

**ACTIVATE BRANDPULSE FOR THE ABOVE MARKS**

**CANCEL**

Your account will be debited and the Brandpulse report will be generated within 48 hours after activation.

## BrandPulse Service by DataPulse

**Activated service**

All eligible marks ?
SEARCH MARK

Activated marks
 SEARCH HOLDER

Not-activated marks

<input type="checkbox"/>	Mark	Holder	Activated	Srvc End	Activate/Cancel Service	Daily report	Consolidated report
<input type="checkbox"/>	<a href="#">New Trademark</a>	newtrademark	2020-11-18	2021-11-18	<input type="button" value="Cancel service"/>	<input type="button" value="Report"/>	<input type="button" value="Report"/>





### 3.3. Activate Brandpulse service for multiple trademark records

It is also possible to activate multiple trademark records at the same time by checking the checkboxes in front of the trademark records on the “Brandpulse Overview” page and clicking the “Activate service for all selected marks” button below the trademark record list:

<input type="checkbox"/>	Mark	Holder	Activated	Srvc End	Activate/Cancel Service	Daily report	Consolidated report
<input checked="" type="checkbox"/>	<a href="#">New Trademark</a>	newtrademark	Not activated		Activate service	Report	Report
<input checked="" type="checkbox"/>	<a href="#">TMCH mark record</a>	Jim Halpart Test	Not activated		Activate service	Report	Report
<input type="checkbox"/>	<a href="#">Test TREx Exit</a>	Baudouin van Tichelen Deloitte	Not activated		Activate service	Report	Report
<input type="checkbox"/>	<a href="#">Test Transfer II</a>	Order Deloitte	Not activated		Activate service	Report	Report
<input type="checkbox"/>	<a href="#">Testing for labels</a>	Test	Not activated		Activate service	Report	Report
<input type="checkbox"/>	<a href="#">Testing for labels five</a>	Jim Halpart Test	Not activated		Activate service	Report	Report
<input type="checkbox"/>	<a href="#">check documents a dzad</a>	Jim Halpart The Office	Not activated		Activate service	Report	Report



You will be redirected to the “Order” page, where you see an overview of the trademark records for which you are activating the service and the price of the activation:

MARKS

SERVICES

CASES

## BrandPulse Service - Activate additional marks

The BrandPulse service will be activated for the following marks for 1 year. The amount of \$898 will be withdrawn from your account.

Mark	Holder	Service End
New Trademark	newtrademark	2021-11-18
TMCH mark record	Jim Halpart Test	2021-11-18

I would like to receive a monthly consolidated report for these marks via email. Consolidated reports will be sent to the [email address\(es\)](#) configured for your account on the first day of every month.

### Terms & Conditions

BRANDPULSE SERVICES  
 Terms and Conditions for Trademark Agents  
 These Terms and Conditions stipulate the contractual agreement for the Activation of the Brandpulse Services and is applicable between CHIP S.A.,

accept the Terms & Conditions

ACTIVATE BRANDPULSE FOR THE ABOVE MARKS

CANCEL

Check the Terms & Conditions checkbox and click “Activate the Brandpulse service for the above marks” to activate the Brandpulse service for the mark record.



## 4. Generating a Brandpulse report

### 4.1. Report Interface

After you have activated the trademark record and the report has been made available (this can take up to 48 hours after activation) you will be able to view the report and download it in PDF or CSV format.

By clicking on the “Report” button next to the activated trademark record you will be directed to the report interface. In this interface you will be able to see all the hits your trademark record generated for specific “Match types” and “TLD types”:

MARKS
SERVICES
CASES

## BrandPulse Report

APPLICABLE TO MARK\* [New Trademark](#)

**Filter**

new gTLD  
  legacy gTLD  
  ccTLD  
  other  
 Search

exact  
  similar  
  substring

Score	Domain name
No records found	

**Whitelisted domain names**

The following domain names have been whitelisted and will not be visible in the web interface anymore. Domain names will be automatically filtered out of the reports the day after whitelisting.

DOWNLOAD REPORT AS PDF

DOWNLOAD REPORT AS CSV



## 4.2. Downloading one Brandpulse report

To download the report (in CSV or PDF format), click on the “Download report as..” button:

APPLICABLE TO MARK\* [New Trademark](#)

**Filter**

new gTLD
  legacy gTLD
  ccTLD
  other

exact
  similar
  substring

Score	Domain name
No records found	

**Whitelisted domain names**

The following domain names have been whitelisted and will not be visible in the web interface anymore. Domain names will be automatically filtered out of the reports the day after whitelisting.

[DOWNLOAD REPORT AS PDF](#)
[DOWNLOAD REPORT AS CSV](#)

Please note that all entries will be included in the report, even if you have specified certain types in the filters.

## 4.3. Downloading multiple Brandpulse reports

You can also download the report for multiple trademark records simultaneously, by checking the checkboxes in front of the trademark records in the “Brandpulse Overview” page and clicking on the “Download report of selected marks as...”:



All eligible marks ?
SEARCH MARK

Activated marks
 SEARCH HOLDER

Not-activated marks

<input type="checkbox"/>	Mark	Holder	Activated	Srvc End	Activate/Cancel Service	Daily report	Consolidated report
<input checked="" type="checkbox"/>	<a href="#">New Trademark</a>	newtrademark	2020-11-18	2021-11-18	<input type="button" value="Cancel service"/>	<input type="button" value="Report"/>	<input type="button" value="Report"/>
<input checked="" type="checkbox"/>	<a href="#">TMCH mark record</a>	Jim Halpart Test	2020-11-18	2021-11-18	<input type="button" value="Cancel service"/>	<input type="button" value="Report"/>	<input type="button" value="Report"/>
<input type="checkbox"/>	<a href="#">TREx and Sunrise</a>	Deloitte	2018-09-24	2021-06-05	<input type="button" value="Cancel service"/>	<input type="button" value="Report"/>	<input type="button" value="Report"/>
<input type="checkbox"/>	<a href="#">Test Address</a>	Order 1990	2020-06-05	2021-06-05	<input type="button" value="Cancel service"/>	<input type="button" value="Report"/>	<input type="button" value="Report"/>
<input type="checkbox"/>	<a href="#">Test Sunrise TREx Manage Button</a>	Deloitte	2020-11-18	2021-11-18	<input type="button" value="Cancel service"/>	<input type="button" value="Report"/>	<input type="button" value="Report"/>

10 ▾
1 ▾

The reports will be generated and downloaded in ZIP format.



## 5. Brandpulse report content

In the downloaded report you will be able to review the following columns:

- **type of TLD:**

The type of Top Level Domain to which your trademark name was matched.

  - CC\_TLDs: Country Code Top level domain;
  - GTLDs: Generic Top level domain
  - Legacy TLDs: Legacy Top level domain (e.g. “.com”, “.org”)
  - NONE\_EXISTENT: Top level domains that do not exist in DNS.
- **type of match:**

The type of match which caused the entry in the report.

  - Exact: The domain name exactly matches your trademark name;
  - Similar: The domain name bears similarity to your trademark name;
  - Substring: A domain name substring bears similarity to your trademark name.
- **domain name:**

The domain name to which your trademark name was matched.
- **TLD:**

The TLD for which the match was registered.
- **Relevance:**
  - VERY LOW: the domain name is quite different from your trademark;
  - LOW: the domain name loosely resembles your trademark, but the name does not appear to work and/or we have detected very little attempted use;
  - MEDIUM: the domain name resembles your trademark; either the name works and we did not detect anyone trying to use it, OR the name does not work but we detected actual instances of attempted use anyway;
  - HIGH: the domain name materially resembles your trademark, the name works, and we have identified actual instances of attempted use;
- **Webservice:**

The intent is to discern if there is a web page available at the domain name (or www.domainname). If “http://domainname” or “https://domainname” or “http://www.domainname” or “https://www.domainname” return actual data (and not an HTTP 400 level error), the result will be “probable”. If all 4 either return HTTP 400 level errors, or do not return at all, the result will be “no”.



- **Mailservice:**

A search is done to check if an MX record exists in the DNS for the domain name that matches your trademark name. If an MX record exists, the result will be “probable”. If no MX record exists, the result will be “no” or “probable”.

- **Activity:**

- VERY LOW: few, if any, actual instances of attempted use of the domain name could be detected during the past 30 days;
- LOW: we have seen actual instances of attempted use in the past 30 days but none more recent than the past 20 days;
- MEDIUM: we have seen actual instances of attempted use in the past 20 days but none more recent than the past 10 days;
- HIGH: we have seen actual instances of attempted use in the past 10 days.

- **WHOIS registrar**

- **WHOIS registrant organization**

- **WHOIS registrant contact**

- **WHOIS registrant email**

- **WHOIS ctime:**

Creation time of the WHOIS record.

- **WHOIS mtime:**

Modification time of the WHOIS record.

Note: the availability of WHOIS information depends on the (type of) TLD. Not all registries have the obligation to provide WHOIS information.