



TradeName.com makes a name for itself with online trademark service.

Application Online trademark and brand monitoring, trademark clearance and worldwide registration

Business Benefits Projected \$150 million revenue in five years; 100% ROI in 18 months; expansion into global markets; 10,000 registered members, projected to grow 250% annually; customers save 40% to 75% over traditional services

Software IBM WebSphere™ Application Server, Advanced Edition
IBM DB2® Universal Database™ for Windows NT®
IBM VisualAge® for Java™
IBM Net.Data®

Business Partner Business Interactive Corp.

What's in a name? Big money. Today, brand-conscious consumers hand out outrageously big bucks for designer products without batting an eyelid. And having spent millions of dollars in establishing brand value, businesses zealously guard their trademarks. With e-business dissolving international trade boundaries, this is becoming harder than ever. The International Trademark Association estimates that companies lose an average of 22 percent of sales due to trademark infringement and counterfeiting — and this number will no doubt escalate in the Internet economy.

“We could reach revenues of \$150 million in five years.... TradeName.com saves customers from 40 percent to 75 percent of the fee charged by traditional intellectual property consultants.”

—Kevin Sheehan, Director of Marketing, TradeName.com



TradeName.com helps businesses protect their intellectual property.

It's about business, not just technology.



*Searching for a tradename?
TradeName.com can help customers find
the ideal name in just hours.*

*“The ability to integrate with
all types of systems ... is
key to TradeName.com’s
global growth. That’s the
main reason why we
selected WebSphere
Application Server ... we’re
confident that technology
will not be a constraint to
our growth.”*

—Kevin Sheehan

While protecting intellectual property is one part of the challenge, the other is finding a tradename that isn't already being used by businesses elsewhere — both online and brick-and-mortar. In the United States alone, businesses spent upwards of \$300 million on intellectual property registration in 1997. With so much money in the business, TradeName.com, an online trademark search, registration and monitoring service, has it made. Says Director of Marketing, Kevin Sheehan, “An independent evaluation of our business by the Business Development Bank of Canada projected that we could reach revenues of \$150 million in five years.” Achieving 100 percent return on investment took only 18 months — so the revenue target seems well within reach.

The online service — powered by IBM WebSphere Application Server, Advanced Edition and IBM DB2 Universal Database — offers individuals and businesses a convenient method of searching for and registering tradenames, saving them time and money. “Depending on the type of search they request, TradeName.com saves customers from 40 percent to 75 percent of the fee charged by traditional intellectual property consultants,” Sheehan explains.

Attracting a diverse clientele with multitiered services

More than 10,000 customers have registered at www.tradename.com, which was developed by IBM Business Partner Business Interactive Corp. Says Sheehan, “Over the next five years, we expect our user base to multiply at a rate of 250 percent annually.” Customers can select from four service levels — a simple tradename search that looks only for exact matches; a second, more thorough search, which looks for variations of the desired name; and a third service that offers the option of claiming ownership worldwide through an official authority, such as the United States Patent and Trademark Office (USPTO). Clients can also use a fourth service — brand monitoring — to monitor the use of their brands, trademarks, logos and slogans on the Internet in online discussion groups as well as track new trademark applications filed in other countries. “The service has a business-to-business and a business-to-consumer focus,” Sheehan says. “We offer services both for individual customers and for established businesses, such as marketing agencies, public relations and brand consultants and legal practices.”

Search results are e-mailed to customers within 24 to 48 hours, depending on the service selection. Registration, which involves a liaison with government authorities, can usually be completed within a week. Fees range between about \$22 for a simple search to as much as \$800 for the full service.

TradeName.com has thoroughly researched the market potential for its business. “The number of trademark registration applications filed with the USPTO has increased between 50 percent and 80 percent every five years since 1983, reaching more than 200,000 in 1997. In Canada, by the year 2002, at the current rate of growth more than 50,000 trademark applications will be submitted every year,” informs Sheehan. “Eventually, a significant portion of these applications will be filed online, and we intend to take a lead in the market.”

To make good on this promise, TradeName.com provides value-added services such as online advice to help in search and registration. It also informs and helps clients deal with new issues arising from the growth of e-business, such as conflicts between domain names, trademarks, metatags and violation of intellectual property over the World Wide Web. “Finding and registering a tradename isn’t always as straightforward as it appears,” explains Sheehan. For example, names trademarked for one class of goods or services may still be available and valid for another class in a different sector of the industry, and legal nuances often come into play while picking variations of existing trademarks. “We have highly qualified legal experts who can guide customers through the process. Even simple search results are validated by our legal team before being e-mailed to the customer,” Sheehan notes.

Going global with WebSphere Application Server

With the growing internationalization of markets and fewer trade barriers, intellectual property protection is more than ever a global exercise. So, TradeName.com has established partnerships with legal associations in different countries around the world, including Canada, the United States, Latin America, India, Hong Kong, Morocco, Spain and the United Kingdom, to name a few. As a result, the Web site architecture has been designed for ease of integration with the disparate systems being used in different countries.

“The ability to integrate with various systems used around the world is key to TradeName.com’s global growth,” Sheehan points out. “That is the main reason why we selected WebSphere Application Server as the infrastructure for the service — with it we’re confident that technology will not be a constraint to our growth.” Guy Vales, vice president of e-business and Web application development at Business Interactive, agrees. “WebSphere Application Server provides a very robust environment for Web applications. Its reliability as an application server, its open-standards technology and support for Enterprise JavaBeans™ and XML make it a very flexible solution.”

“The Application Framework for e-business from IBM defines a rich set of components that integrate easily, coupled with a sound e-business development methodology. It doesn’t restrict your choice for the future.”

– Guy Vales, Vice President, e-business and Web Application Development, Business Interactive Corp.



Registering trademarks can be a tricky process. At TradeName.com, customers can seek online legal advice if they wish.

The Web site was designed using IBM Net.Data and IBM VisualAge for Java and is run by WebSphere Application Server residing on a Microsoft® Windows NT server. When members register for the service and submit search requests, the information is transmitted by Net.Data macros to DB2 Universal Database for Windows NT Version 6.1. At the back end, researchers access the requests and conduct searches on a variety of tradename databases, including the federal trademark database, supplied on CD-ROMs by the USPTO, and the Canadian Intellectual Property Office database. Search results are stored in DB2 and e-mailed to the customer. To protect the privacy of customer information, TradeName.com uses industry-standard, 128-bit Secure Sockets Layer (SSL) encryption supported by WebSphere Application Server, while online payments are processed through CyberCash.™

Presently, the company is working with the National Research Council in Canada to develop intellectual property monitoring software designed to detect trademark infringements. “Most similar services today — and there aren’t that many — are not very effective,” explains Vales. “We’re using Java technology to develop some of the modules for the software, so the support for Java in WebSphere Application Server is very important.” This service will be available to TradeName.com customers by the first quarter of 2000.

Experience and cutting-edge technology — a formula for success

Experienced in developing e-business solutions, Business Interactive did not have to look far to find the technology for TradeName.com. “It’s not just that IBM has a strong market presence in e-business,” says Vales. “The Application Framework for e-business from IBM defines a rich set of components that integrate easily, coupled with a sound e-business development methodology.” According to Vales, future application development — to add new functionality to the site — will be done with IBM WebSphere Studio.

The open-standards approach of the Application Framework for e-business is also what attracted Vales to the WebSphere family of products. “It doesn’t restrict your choice for the future,” he says. “You can select best-of-breed components from third-party vendors and integrate them into your solution just as easily as any IBM product.” Vales has also learned that online ventures are not islands unto themselves — they have to connect with existing business systems and processes. “The back-end connectivity components that IBM provides make it easier to link the Web with existing computer systems and processes,” he notes.

Targeting both the business-to-business market — such as legal practices and marketing agencies — as well as the business-to-consumer market that includes budding entrepreneurs, TradeName.com focuses on delivering convenience, cost savings and performance. “With our IBM e-business solution, we’ve achieved all three objectives. With IBM and Business Interactive as our partners, TradeName.com is on the path to becoming a highly successful international service.”

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please contact your
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For more information
about TradeName.com and
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