

## Points to Note on Search

### How to conduct a search to bring up earlier identical or similar mark for identical or similar goods / services?

- Look for identical or similar mark – by using the Simple and Advanced Search interfaces.
- Look for identical or similar goods / services – by referencing the Cross Search list.

Formulating search criteria for your mark by combining the following as appropriate:


#### English word mark –

1. Look for the vowels and
2. Allow variation of the consonants

Sample mark	Search criteria in Simple search	Search criteria in Advanced search	Search result
“Herry Potter”	Herry – Part word AND Potter – Contain word ending with	%Herry%Potter	Herry Potter Herryy Potter The Herry Potter
	N/A	H_r_y%P_tt_r	Herry Potter Heryy Potter Harry Potter Harey Pattor
White & Bright	White – Part word AND Bri – Part word	%White%Bri%	White & Bright White & Brite
	N/A	W%te%Bright	Wyte & Bright





#### Letter mark

Sample mark	Search criteria in Simple search	Search criteria in Advanced search	Search result
abc	N/A	_bc	abc a bc xb c
	N/A	a_c	abc ab c a xc
	N/A	ab_	abc ab c a bx
	abc – Part word	%abc%	abc abc limited

Sample mark	Search criteria in Simple search	Search criteria in Advanced search	Search result
abcd	N/A	%abc%	abcd The abcd
	bcd – Part word	%bcd%	abcd @bcd
	N/A	pp – letter mark	pp P & P P&P P の P
	N/A	%p&p%	pp P&P The p&p p&p LTD
	N/A	%p p%	The P & P P の P The P の P
Conduct a search on the “&” device – see below for search on device mark.			
<b>Chinese mark</b>			
Sample mark	Search criteria in Simple search	Search criteria in Advanced search	Search result
百利	百 – Part word	%百%	百利 百俐
	利 – Part word	%利%	百利 百利牌
兩瑪牌	兩 – Part word	%兩%	兩瑪牌 麗馬
	瑪 – Part word	%瑪%	兩瑪牌 麗瑪
生日快樂	生日 – Part word	%生日%	生日快樂 生日快樂嗎? 生日 😊 快樂
	快樂 – Part word	%快樂%	生日快樂 生晨快樂 快樂生日
Conduct a search on the “😊” device – see below for search on device mark.			
<b>Mark containing numerals</b>			
Sample mark	Search criteria in Simple search	Search criteria in Advanced search	Search result
234	234 – Part word	%234%	The 234 234 series

Sample mark	Search criteria in Simple search	Search criteria in Advanced search	Search result
九 to 五	九 – Part word AND 五 – Part word	%九%五%	九至五
	9 – Part word AND 5 – Part word	%9%5%	9 to 5
	nine – Part word AND five – Part word	%nine%five%	Nine to five

### Device mark

Sample mark	Device code - description	Search result
	24.17.25 - (... symbols ..., ampersand “&”)	
		
		

## Behaviour of the IPD Trade Mark Online Search facilities

Item	IPD Trade Mark Online Search System	Exception	Example
<b>Delimiter</b>			
	Space	Letter Mark search (e.g. A B C = ABC)	1. Tele phone ≠ Telephone
<b>Punctuation and Symbols</b>			
Punctuation	Ignored		1. IOU = I.O.U.
Symbols	Ignored		1. IOU = IOU\$
Note: Search punctuation and symbols using device code (e.g. Punctuation mark: 24.17.1, Symbols of currency: 24.17.16)			
<b>Searchable characters</b>			
English characters	<ol style="list-style-type: none"> <li>1. Searchable</li> <li>2. Case insensitive</li> </ol>		
Chinese characters	<ol style="list-style-type: none"> <li>1. Searchable</li> <li>2. Support traditional and simplified Chinese in “Trade Mark text”</li> </ol> <ul style="list-style-type: none"> <li>● Character set support -- ISO10646</li> </ul>	Invented word	
Numerals	Searchable		
Foreign characters	<ol style="list-style-type: none"> <li>1. Not searchable</li> <li>2. Replace by a space character in “Trade Mark text”</li> </ol>		