



From Trademark Data to Confident Decisions

braendz turns trademark data into clear, confident decisions —
for founders, businesses, and legal teams.

Presented by

OTC & Partners

Legal Representative

Background

Intellectual Property registries around the world provide valuable public data on:

- ✓ Trademarks.
- ✓ Patents.
- ✓ Designs.
- ✓ Industrial Property.

However, this information is currently:

- ✗ Fragmented across jurisdictions.
- ✗ Structured differently per country.
- ✗ Difficult to search globally.
- ✗ Challenging to monitor.

The data is everywhere — turning it into a confident decision is the hard part.

The Problem

Even with more trademark data available than ever, turning it into a confident decision remains the real challenge:



Fragmentation

Data spread across dozens of national authorities, creating silos of information that are hard to aggregate.



Technical Differences

Different search systems, data formats, and access methods make standardization nearly impossible for individuals.



Limited Monitoring Tools

Most registries allow searches but do not provide alerting or cross- or cross-border monitoring for new conflicting filings.



The Decision Gap

Even once the data is found, users struggle to interpret what it means – and to decide what to do next.

**braendz closes the gap between trademark data
and confident business decisions.**

It brings together public data from official registries and adds the context, interpretation, and guidance to act on it — while the official source always remains the single point of truth.

Our objective is to support



Innovators



Companies



Legal Professionals



Researchers

What braendz Does

braendz works in three modules — with one AI assistant guiding you across all of them:



Research

Explore the landscape — directions, available names, and the territory your brand can own.



Clearance

Spot conflicts, weigh the risk, and reach a clear go or no-go.



Monitoring

Watch your registered brand around the clock and catch threats before they escalate.



Brand-Pilot

The AI assistant that guides you across Research, Clearance, and Monitoring — at every step.

What braendz Does NOT Do

To avoid misunderstandings, braendz explicitly:

- ✗ Does not **modify** official registry information.
- ✗ Does not **replace** national IP authorities.
- ✗ Does not **create** new legal data.
- ✗ Does not **interfere** with official filing processes.

Instead, we ensure full integrity:

- ✓ All information remains sourced from official authorities.
- 🔗 Each record remains traceable and linked to its originating registry.

Official sources always remain the single point of truth!

Value for Authorities

braendz supports IP authorities by enhancing the reach and utility of trademark data:



Improving Accessibility

Making public IP information easier to understand globally, removing technical barriers for international users.



Encouraging Innovation

Enabling applicants to identify existing rights early — avoiding conflicts and producing cleaner, stronger trademark applications.



Increasing Visibility

Bringing greater international exposure to national registries by integrating them into a global search ecosystem.



Supporting Transparency

Promoting broader access to public sector information, aligning with open data initiatives and modern governance standards.

Collaboration with Authorities

braendz seeks constructive cooperation with IP authorities worldwide.

We understand the importance of official data integrity and aim to serve as a supportive partner in the global ecosystem.

Possible areas of collaboration:



Use of official APIs or datasets.



Guidance on compliant data integration.



Alignment with registry standards.



Technical dialogue regarding public data reuse.

Our goal is to operate fully within the framework defined by each authority.

Our Commitment

braendz is committed to maintaining high standards of integrity through:



Legal Compliance

Respecting the legal frameworks and regulations of each jurisdiction where we operate.



Data Integrity

Relying only on official public data, ensuring accuracy and accuracy and authority in all information presented.



Transparency

Maintaining transparent communication channels with with authorities to build trust and alignment.



Ecosystem Support

Supporting the global IP ecosystem by enhancing access and understanding of intellectual property rights.

Our Approach to Data

braendz relies exclusively on:



Publicly available registry information.



Officially published datasets.



APIs or structured access mechanisms where available.

Where public access is not available:



We are open to formal cooperation frameworks or individual data access arrangement.



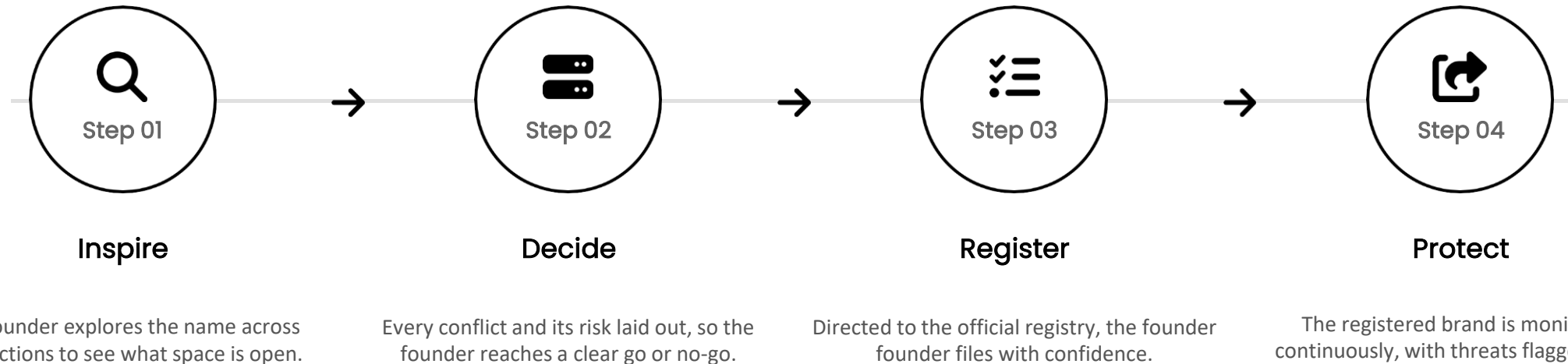
We establish proper data reuse mechanisms in line with regulations.

Full compliance with each authority's technical and legal framework.

Example Use Case



Scenario: A startup founder in Europe wants to launch a new brand.



Result: A faster, more confident path to a protected brand.

Long-Term Vision

braendz aims to become the global standard for turning trademark data into confident decisions.

Important Note: Authorities remain the official channels for all registrations. braendz does not replace official filing systems.

Potential Future Features



**Cross-border IP
Monitoring**



**Portfolio
Tracking**



**Professional
Research Tools**



**Guidance to
Official Filings**



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