

TRADEMARK SEARCH REPORT

Country | USA

Trademark |  iGERENT

Products/Services | Class 45: Copyright management; Domain name registration services; Intellectual property consultancy; Intellectual property watch services; Patent and industrial property consultation; Providing assistance in the prosecution of trademark applications; Providing information in the field of intellectual property; Providing on-line information in the field of intellectual property.

Results | **75%** Probabilities for successful registration are high

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The search will also include regional and/or international marks if relevant.
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1. ANALYSIS OF THE TRADEMARK ELEMENTS







Examination for absolute grounds of refusal is carried out to determine if the trademark complies with local legal requirements regarding distinctiveness, descriptiveness, morality or any other grounds for refusal other than the existence of prior trademarks.

The proposed trademark does not fall under any grounds of absolute refusal.

2. SEARCH FOR CONFLICTING MARKS

A search for identical or similar trademarks that may be an impediment to registration has been carried out.

The search has revealed the following trademarks that should be considered:

TRADEMARK	NUMBER	CLASS	OWNER
	REGISTRATION N. 3388908	45	POINT INTREPID LLC THE SOLE LLC MEMBER IS ADVANCED INTERNET TECHNOLOGIES INC. CAROLINA 421 MAIDEN LANE, SUITE 332 FAYETTEVILLE NORTH CAROLINA 28301
GERENCIA 360	REGISTRATION N. 4858109	09, 36, 41, 45.	GERENCIA 360 ENTERTAINMENT, INC. CORPORATION CALIFORNIA SUITE 100 8280 FLORENCE AVE. DOWNEY CALIFORNIA 90240
 (GERENCIA 360)	REGISTRATION N. 4858235	09, 36, 41, 45.	GERENCIA 360 ENTERTAINMENT, INC. CORPORATION CALIFORNIA SUITE 100 8280 FLORENCE AVE. DOWNEY CALIFORNIA 90240
	REGISTRATION N. 5365831	45	DIGITAL ASSET HOLDINGS, LLC LIMITED LIABILITY COMPANY DELAWARE 96 SPRING STREET, 8TH FLOOR NEW YORK NEW YORK 10012
	REGISTRATION N. 5098766	45	BENCHMARK DI ALBERTO PIERINO ALBERTO PIERINO, A CITIZEN OF ITALY SOLE PROPRIETORSHIP ITALY VIA RIVERA, 50 ALMESE, TORINO ITALY 10040
	SERIAL N. 85651879	45	LOOSE CUBES, INC. CORPORATION DELAWARE 20 JAY STREET, SUITE 904 BROOKLYN NEW YORK 11201
	REGISTRATION N. 3878934	45	THE CUBIT GROUP LLC TA THE CUBIT GROUP LLC LIMITED LIABILITY COMPANY SOUTH CAROLINA 9175 DRAYTON LANE FORT MILL SOUTH CAROLINA 29707

3. ATTORNEY'S OPINION ON REGISTRABILITY

No identical trademark has been found under class 45.

We do note the existence of several trademarks that have a similar word structure to that of the proposed mark (iGERENT).

During the examination stage of the registration process, trademarks will be compared in their entireties for similarities in appearance, sound, connotation, and commercial impression. Similarity in any one of these elements may under certain circumstances be sufficient to find the marks confusingly similar.

When comparing marks, the test is not whether the marks can be distinguished in a side-by-side comparison, but rather whether the marks are sufficiently similar in terms of their overall commercial impression that confusion as to the source of the goods and/or services offered under the respective marks is likely to result.

In the case of the similar trademarks that have been found, these have been registered for the following specific services under class 45:

iGeryon

Providing information in the field of computer fraud prevention detection and prevention services, namely, Internet click fraud, via a global computer network to others.

GERENCIA 360

copyright management services.

These trademarks will not be an impediment for registration. In the case of the iGeryon trademark, the services for which it has been registered are unrelated to those for which iGERENT is to be registered. In the case of GERENCIA 360, although certain similarity exists, overall the trademarks do have a degree of distinctiveness such that there should be no impediment for registration.

Regarding the figurative (design) element of the trademark

The figurative elements of the trademark consist of a cube (geometric figure). A large number of trademarks include such figure, which means it is considered as being of common use. This makes the fact that the iGERENT cubed logo is similar to previously registered logos irrelevant when it comes to the probabilities the trademark has of being registered successfully.

The trademark's probability for successful registration are:

75% Probabilities for successful registration are high.

4. RECOMMENDATIONS TO INCREASE REGISTRATION PROBABILITY

No additional recommendations are given to increase or augment probabilities of successful registration as these are already high.

Additional recommendations

a) When filing a trademark in the USA we recommend you file the word elements of the trademark separately from the trademark as a whole. This is:

- I. An individual registration for the words alone (iGERENT).
- II. A second registration for the trademark as it appears in this report (words+logo).

This will allow you to protect and use the word iGERENT as a registered trademark regardless of whether it is used without the cube like figure, if in other fonts or in connection with other words or designs.

b) We recommend you file the logo in black and white. This will allow you to register the trademark without color claim, allowing you to use the mark as a registered trademark in whatever color scheme you see fit in the future.

If the colors of your trademark are what you think will be recognizable by consumers more so than the actual design, you may want to register it with color claim. If both the colors and design are recognizable, you may want to file two additional trademarks: one without color (black and white) and one with color.

Thank you for choosing **iGERENT**. We hope you found the information provided useful. If you have any questions regarding the content of this document, please feel free to contact us.



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TERMS AND CONDITIONS FOR SERVICE FOR TRADEMARK SEARCHES

DEFINITION OF PROBABILITIES

90%	Probabilities for successful registration are very high. No previously filed trademarks of significance have been found. No elements of the trademark either analyzed globally or individually, should constitute grounds for refusal.
75%	Probabilities for successful registration are high. No previously filed trademark should be considered as deceptively similar. Probabilities of receiving office actions, initial refusal, examiners report or objections are low. Probabilities of receiving third party oppositions are low.
60%	Probabilities for successful registration are considerable, existence of previously filed trademarks that may be considered confusingly similar exist, or the trademark may include elements that individually may be considered as generic, descriptive or indicative, nevertheless, when analyzed globally the proposed trademark will most likely be accepted for registration. Though low, probabilities of receiving office actions, initial refusal, examiners report or objections exist. and/or Though low, probabilities of receiving third party opposition from owners of previously registered trademarks in the jurisdiction exist. In case of obstacles such as office actions and/or third-party oppositions appear, there are good chances they may be overcome.
40%	Probabilities for successful registration are low, existence of previously filed trademarks that will almost certainly be considered confusingly similar exist, or the configuration of elements of the trademark will almost certainly constitute absolute ground for refusal of a trademark. Probabilities of receiving office actions, initial refusal, examiners report or objections are considerable. and/or Probabilities of receiving third party opposition from owners of previously registered trademarks in the jurisdiction are considerable. In case of obstacles such as office actions and/or third-party oppositions appear, there are low probabilities they may be overcome (chances increase if the trademark has been effectively used in this jurisdiction by the applicant for a considerable period of time).
Unregistrable	Probabilities for successful registration are very low, existence of an identical previously filed trademark, or the configuration of elements of the trademark will almost certainly constitute absolute ground for refusal of a trademark or third-party oppositions.

In order to assess the viability of filing your trademark, preliminary knockout searches are carried out in order to determine if similar trademarks to that for which the trademark search report is ordered have already been registered or filed for identical or related products or services.

Searches will only be performed for trademarks filed in the jurisdiction for which the service has been hired. Depending on the jurisdiction for which the search will be performed, this will be done through official online databases of the government agency entrusted with trademark matters for the specific jurisdiction, official online databases of intergovernmental organizations (e.g. WIPO, OHIM, ARIPO, OAPI, BENELUX) and/or privately owned databases or resources for screening, searching, and analyzing trademarks. Access to these private tools and resources has been paid for by iGERENT or the local agency entrusted with the search.

Please note that many public databases are not updated on daily or weekly bases, iGERENT can only consider and include as results trademarks that are accessible through the databases on the day in which the search is performed by our experts.

Our experts will also analyze if the proposed trademark complies with local requirements or if it may be rejected due to one or more grounds for refusal (e.g. Deceptive marks, Descriptive or Misdescriptive Marks, etc.). Bear in mind that although trademark professionals and attorneys are assigned for the completion of our trademark search reports, trademark examination is not an exact science and precise predictions are not possible. Our trademark professionals' analyses are subjective, just as the analysis that will be carried out by the registration office's examiners. Although circumstances are rare, the trademark search reports may not identify all potential grounds for refusal.

Although the expressed probability or percentage of chance for success is based on the search for similar trademarks and our trademark professional's experience, as a probability, iGERENT cannot guarantee that the trademark will be successfully registered in the jurisdiction of choice, regardless of how high the probability or percentage of chance may be. iGERENT makes no warranties that use of the trademark is authorized by law or cannot receive pre-registration opposition actions or post registration invalidation actions (e.g. cancellation or annulments) by third parties.