



Novagraaf

Intellectual Property

Do not lose sight of your trademarks on the internet!

*Novagraaf
has
the perfect
solution
for you:
TM Webscan!*



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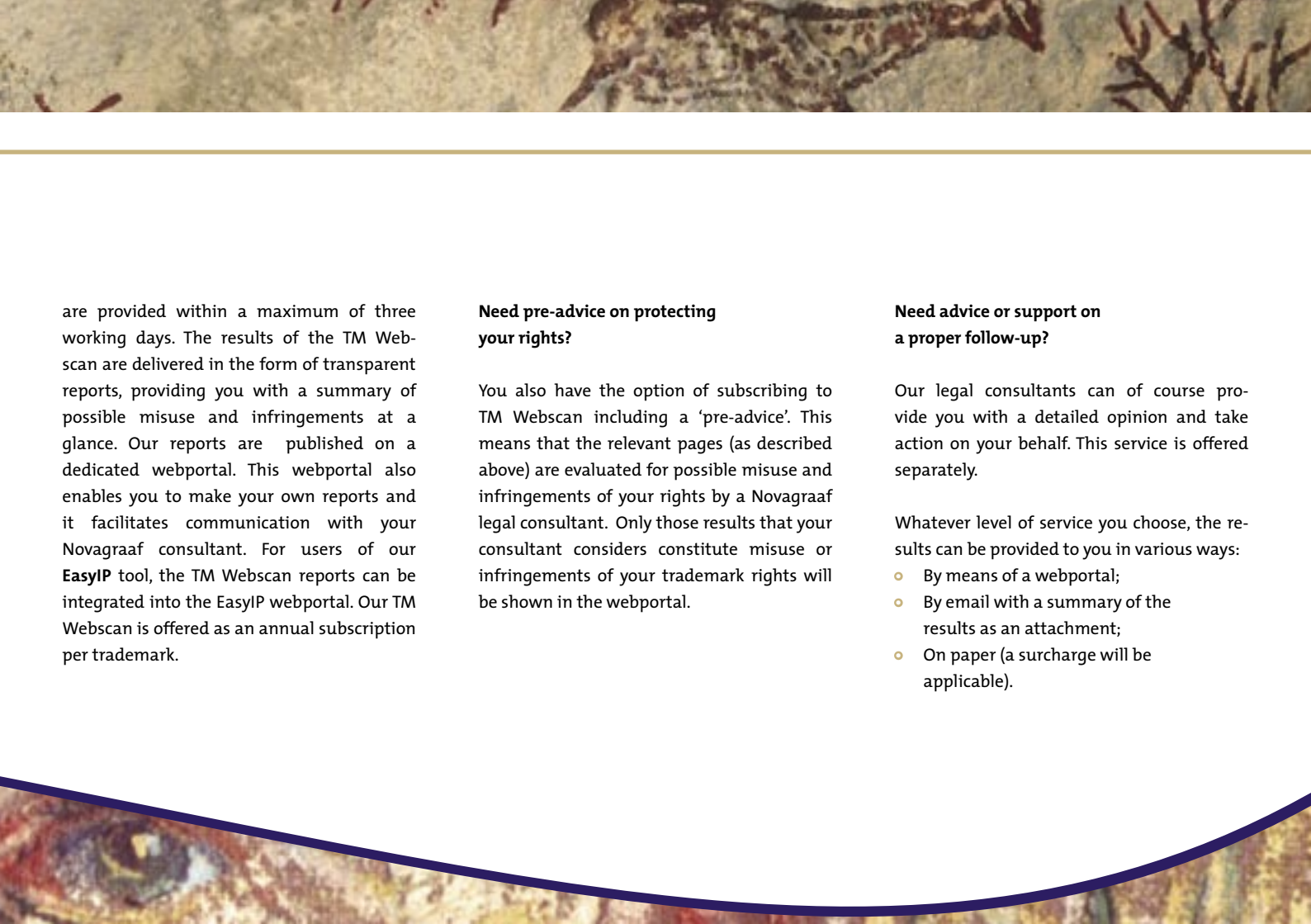
With the internet becoming increasingly important for your business, it is essential to know who is using your trademarks. There may be infringements, parallel imports and counterfeits; negative opinions may be expressed about your products. Also, there is a threat that your trademarks are becoming a description for the types of products or services you sell. The scale and dynamic nature of the internet make it almost impossible for companies to keep track of trademark use and abuse. Unlike search engines that produce an overwhelming mass of data, Novagraaf's TM Webscan is a self-learning system specifically designed for trademark internet monitoring.

Trademarks form a major part of your company's intellectual capital and represent one of your most valuable intangible assets. The internet is an ideal vehicle for promoting your trademarks as a driver of business growth, but the medium can easily be used by others who have little regard for your intellectual property. Many companies recognize the importance of monitoring the use of their trademarks but do not have the resources for this and quickly discover that the cost of policing can never be recouped. This is where Novagraaf's TM Webscan comes in.

This is how it works.

The webscan starts by defining a search profile. Our professional staff will assist you with this by asking the relevant questions. We then run the scans for you. Scans are run on a daily basis. The identified web pages are evaluated for relevance by our in-house research staff and scanned copies of the pages in question are made and stored, so that you have evidence if you want to take action against identified misuse. Scan results





are provided within a maximum of three working days. The results of the TM Webscan are delivered in the form of transparent reports, providing you with a summary of possible misuse and infringements at a glance. Our reports are published on a dedicated webportal. This webportal also enables you to make your own reports and it facilitates communication with your Novagraaf consultant. For users of our **EasyIP** tool, the TM Webscan reports can be integrated into the EasyIP webportal. Our TM Webscan is offered as an annual subscription per trademark.

Need pre-advice on protecting your rights?

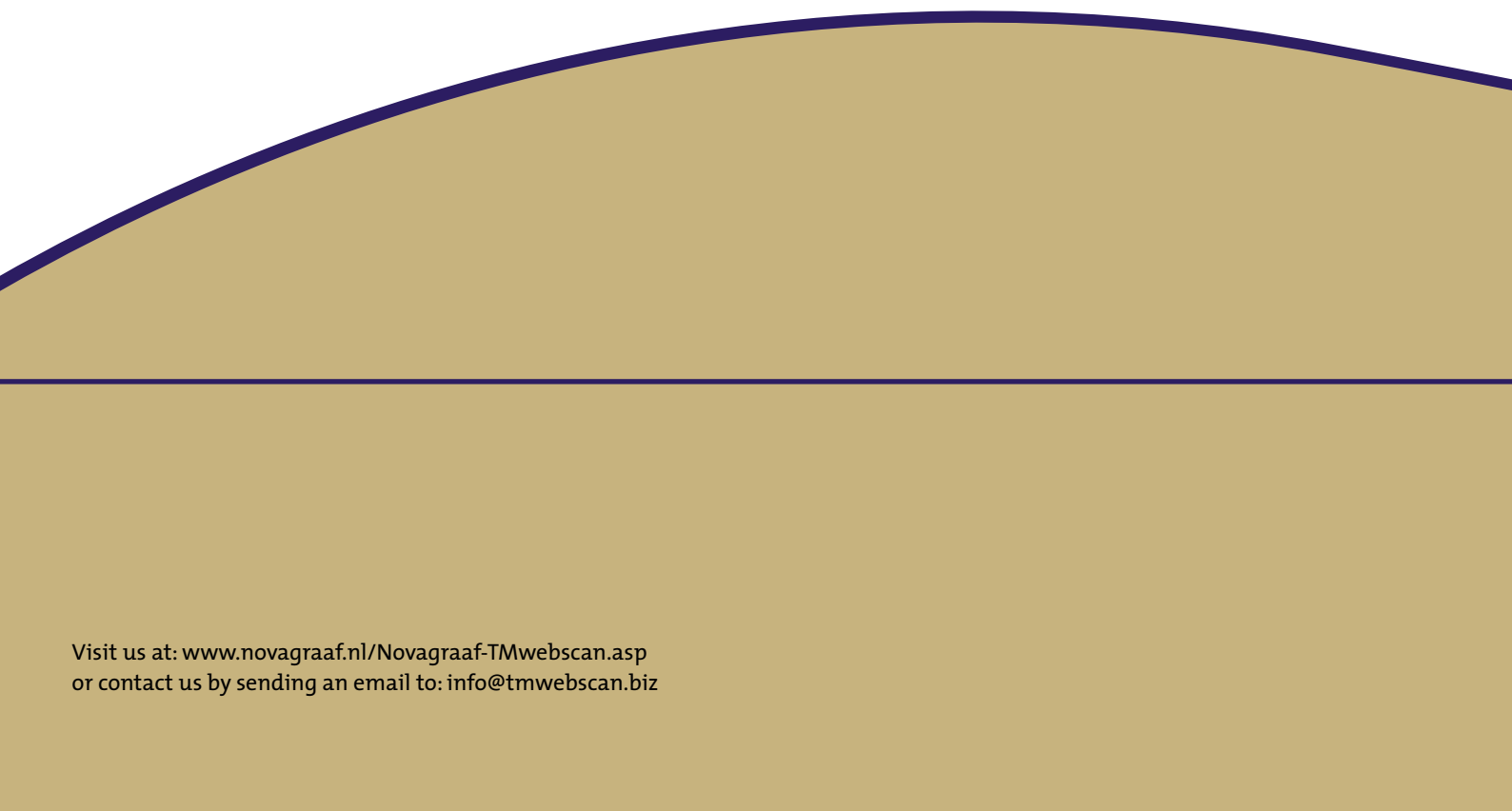
You also have the option of subscribing to TM Webscan including a 'pre-advice'. This means that the relevant pages (as described above) are evaluated for possible misuse and infringements of your rights by a Novagraaf legal consultant. Only those results that your consultant considers constitute misuse or infringements of your trademark rights will be shown in the webportal.

Need advice or support on a proper follow-up?

Our legal consultants can of course provide you with a detailed opinion and take action on your behalf. This service is offered separately.

Whatever level of service you choose, the results can be provided to you in various ways:

- By means of a webportal;
- By email with a summary of the results as an attachment;
- On paper (a surcharge will be applicable).



Visit us at: www.novagraaf.nl/Novagraaf-TMwebscan.asp
or contact us by sending an email to: info@tmwebscan.biz