

Your Brand.  
The Corsearch Mission.

# Corsearch & Corporate Social Responsibility

**In today's saturated market, many consumers now demand more from their brands, especially when it comes to how they want businesses to demonstrate their commitment to acting for the good of society and the environment.**

One consequence of this for brands and IP professionals has been an increased requirement that businesses should establish and protect their IP in a way that sustains an inviolable level of trust with consumers. This level of trust is reinforced through solid brand imagery, a stable IP portfolio, and an ability to minimize the reputational damage done by infringement and counterfeiting.

A second consequence of conscious consumerism and corporate responsibility has been an upsurge in the number of brands focused explicitly on sustainability and ethical commerce. We understand that these developments also alter the landscape for trademark filings, IP trends, and infringements.

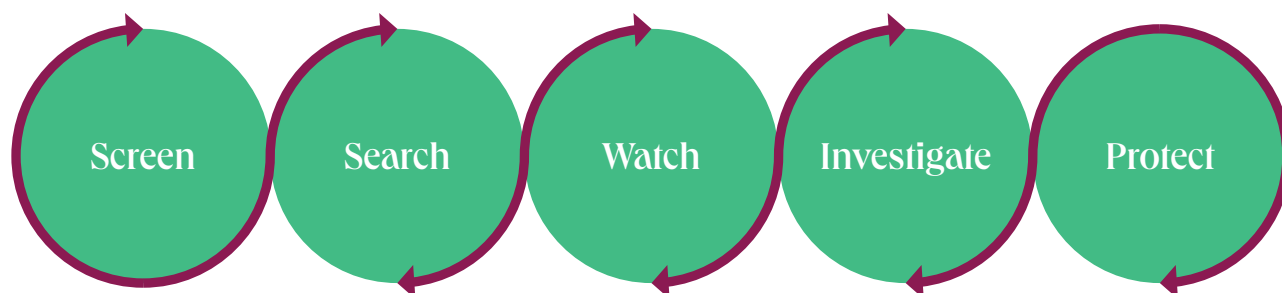
For over 70 years Corsearch has empowered legal and brand professionals to establish, manage, and protect their brands.

Our innovative Screening, Searching, Watching, and Protection solutions can help you master the new world of socially responsible business.

**CORSEARCH®**



## How Trademark Establishment & Protection Solutions Support Responsible Brands



### SCREEN

Our intuitive trademark Screening platform can assist in the cost-effective creation of sustainability-focused brands. Many new businesses have smaller budgets, but by performing initial knock-out screening using our comprehensive tool you can pull data from over 1000 databases, customize, create and present reports efficiently.

### SEARCH

Trust is a central part of the new drive to corporate responsibility, and we understand that you want to provide clients with information and analysis that is comprehensive – that's where our Searching platform comes in. Working with our expert analysts will mean you receive search reports that are always meticulous, reliable, and targeted to your needs.

### WATCH

There is always a potential danger in rapidly expanding industries such as sustainability, especially where certain buzzwords are repeatedly used, that competitor enterprises will seek to file marks similar to yours. Our expert watch analysts, intuitive platform, and personalized delivery can alert you to possible conflicts and give you the power to act quickly.

### INVESTIGATE

Protecting your IP from counterfeiting and brand abuse is crucial to the safeguarding of consumer health & safety, ecological transparency, and the prevention of organized crime. Corsearch's brand protection solution provides over 100 multilingual analysts, investigators, and developers, and the largest China-Based team in the industry.

### PROTECT

Maintaining brand integrity is crucial for charities, healthcare brands, sustainability businesses, and many more. Protecting your IP from counterfeiting and other forms of brand abuse couldn't be easier with Corsearch's Online Brand Protection service. We now offer over 100 multilingual analysts, investigators, and developers, and the largest China-Based team in the industry.

Corsearch is the only provider who can meet the needs of the entire trademark lifecycle from registration to protection. With Corsearch's end-to-end lifecycle solutions, protecting the sustainability credentials of responsible businesses couldn't be easier.