



CELTIC-NEXT Event

25th September 2019, Istanbul



HelixTR

**Flexible Trademark Retrieval
powered by AI**



Mijail Kabadjov, Dent-in Tech Solutions (Belgium)
mijail.kabadjov@dent-intech.com

General-purpose search engines are not suited for specialized search, such as, Trademark Retrieval

Flexible Trademark Retrieval powered by AI:

- **to target a niche market**, that of, trademarks legal registration and monitoring,
- **to address digital in-use validation** (i.e., common-law in the US), hence, filling in a gap in modern search engines' offer,
- to enable making use of different **goods and services classification schemes** in a flexible and unified manner (e.g., WIPO's NICE classes vs. China's trademark subclass system), and
- to **empower Search and Watch Analysts** of Trademarks around the World

Dent-in Tech Solutions sprl

- Born in Brussels (just like TinTin) in October 2018
- Specializes in (among others):
 - > AI/NLP Consultancy
 - > Text/Data Analytics
- URL: www.dent-intech.com
- Currently on a quest towards its first product...



Introduction (1)

Main Goal: to develop a flexible trademark retrieval platform powered by AI

Four main lines of work (with work packages therein):

- 1) AI/NLP (relevancy scores, AMR/morpho-/phoneme parsing)
- 2) Data Collection and Unification (main registers, goods&services classification systems - NICE, China's subclass system - lexicons)
- 3) IR (Crawling/Search Engine Solution - Solr/Elasticsearch/Nutch)
- 4) SW (infrastructure, repos, CI, QA - Spring 5.0)

Introduction (2)

Outcome: The niche market of trademark searching and watching is met.

Servicing clients such as:

- International IP protection agencies (e.g., WIPO)
- Law firms specializing in trademark registration and monitoring
- Other players in the field

Proposed duration 30-36 months.

Partners



Potential Consortium:

- **Dent-in Tech Solutions** (Belgium): Specialized AI/NLP parsing
- TBC: **University** (Germany): IR research
- TBC: **Company2** (Romania): Software/Spring Boot
- TBC: **Company3** (USA): Elasticsearch/Solr/Nutch
- TBC: Anyone interested? (ideally with expertise in IP/trademarks)

Contact Info

For more information and for interest to participate please contact:

Name and affiliation:

Mijail Kabadjov,
Dent-in Tech Solutions,
Scarronstraat 20,
Ixelles - Brussels (BE)

E-Mail: mijail.kabadjov@dent-intech.com

Telephone: +32 478 44 72 54

Web: <http://www.dent-intech.com>

