

# TrademarkNow Expands Global Coverage, Increases Data Intelligence & Becomes The New In-House Searching Tool For Unilever

HELSINKI, FINLAND, January 22, 2018 /EINPresswire.com/ -- The recent round of [funding](#) acquired by TrademarkNow was intended to fuel rapid expansion of both available data coverage and further innovations to meet the dramatically altered needs of today's brand owners. These data additions are enhanced by how TrademarkNow refines data - combining it over multiple sources, building analysis on top of it and delivering tacit and actionable information that goes far beyond the mere examination of trademark data.



Unilever is a company committed to “making sustainable living commonplace”. With more than 400



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*Unilever Global Head of Brand IP, Sarah Orchard*

Unilever brands sold across 190 countries, developing, managing and protecting the trade mark portfolio is a significant undertaking. As the world of commerce accelerates, it is perhaps not surprising that the Unilever Brand IP team would look to leverage the advantages of technology to ensure that they remain industry-leaders.

In commenting on the development, TrademarkNow CEO Mikael Kolehmainen said "We are thrilled to welcome Unilever as a client and look forward to working with them. It's a recognition of how important the adoption of real technological innovation in the trademark world is and will be

to all industries. Unilever is home to some of the world's best-loved brands and it is very exciting for us to be part of the team supporting their brands into the future."

Unilever Global Head of Brand IP, Sarah Orchard, says "The Unilever business is changing fast and we need to have the right technology tools in place to enable us to be as efficient and agile as possible in supporting our ambitious agenda. We are confident that TrademarkNow's innovative and disruptive technology can play an important role in helping us achieve those aims".

TrademarkNow's platform has been created by experts in trademark law and linguistics. Our cutting edge system also utilises state-of-the-art machine-learning techniques to produce models that seamlessly take real world complexities into account. While the underlying intelligence is complex, the platform's intuitive design and simple user interface makes it very easy to use. The result: faster, smarter trademark clearance, watch and analysis. Visit [www.trademarknow.com](http://www.trademarknow.com) for more details.

For additional information, or to schedule an interview with TrademarkNow executives, please contact:

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