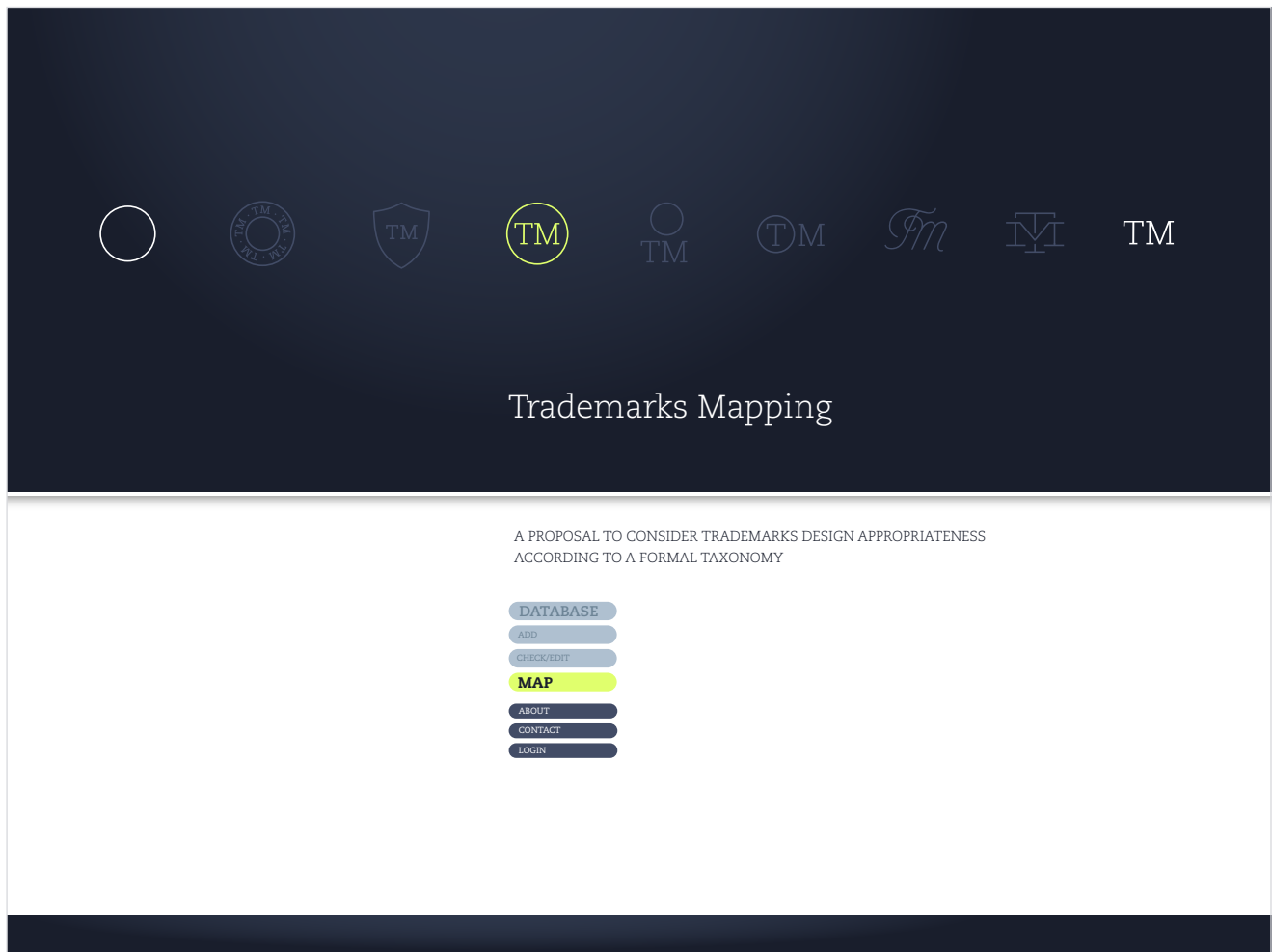











Figure 5.55. Homepage mapping trademarks engine. Source: Own creation.



DATABASE

ADD

CHECK/EDIT

MAP

ABOUT

CONTACT

LOGGED IN

New entry

SUBMIT

Trademark name

Trademarks group

Date

Samples

Basic version

Version 2

Version 3

Formal archetype

Basic version archetype

Formal model

Colours

Fonts

Historical evolution

Year

Sample

Formal Model

Who offers

Country of origin

Trade area

Started activity about

What is the offer

Kind of offer

Specialisation

Price

To whom is offered

Kind of receiver

Gender

Age

Purchasing Power

Where is purchased

Geographic coverage

Retail environment

Nice Classification of goods and services (+)

Select Class

Select Basic No.

Add another Class/No.

Kind of offer

Products

Beauty

Clean

Cosmetics

Scent

Clothing

Clothing Accessories

Bakery

Electronics

Growth

Health

Home Appliances

Home Contents

Cements

Chemical

Food

Masonry

Metal

Mineral

Paint

Plastic

Textile

Sports

Accessories

Clothing

Footwear

Tools & Machinery

Electric tools

Fixed Machinery

Mobile Machinery

Tools

Toys

List of entries

Search

A&W	09/2015	
American Airlines	09/2015	
Aachen	09/2015	
Abarth	09/2015	
Adidas		
Adidas classics	09/2015	
Adidas	09/2015	
American Apparel	09/2015	
A&TT	09/2015	
Abbott Group	09/2015	
Abbey	09/2015	
Amro	09/2015	

Nice Classification of goods and services (+) [Wipo](#)

Select Class Select Basic No.

Select Class Select Basic No.

Select Class Select Basic No.

Select Class Select Basic No.

+ Add another Class/No.

Kind of offer

Products ☒

<input checked="" type="checkbox"/> BEAUTY	<input type="checkbox"/> Milk	<input checked="" type="checkbox"/> GROW	<input type="checkbox"/> Cements
<input type="checkbox"/> Clean	<input type="checkbox"/> Soft Drinks	<input type="checkbox"/> Fertilizers	<input type="checkbox"/> Chemical
<input type="checkbox"/> Bath soap	<input type="checkbox"/> Sport drinks	<input type="checkbox"/> Pesticides	<input type="checkbox"/> Food
<input type="checkbox"/> Hands Soap	<input type="checkbox"/> Tea	<input type="checkbox"/> Seeds & seedlings	<input type="checkbox"/> Masonry
<input type="checkbox"/> Shampoo	<input type="checkbox"/> Water	<input checked="" type="checkbox"/> HEALTH	<input type="checkbox"/> Metal
<input checked="" type="checkbox"/> Cosmetics	<input checked="" type="checkbox"/> ELECTRONICS	<input type="checkbox"/> Dental care	<input type="checkbox"/> Mineral
<input type="checkbox"/> Makeup	<input type="checkbox"/> Audio	<input type="checkbox"/> Family planning	<input type="checkbox"/> Paint
<input type="checkbox"/> Skincare	<input type="checkbox"/> Cellulars	<input type="checkbox"/> Lab appliances	<input type="checkbox"/> Plastic
<input type="checkbox"/> Scent	<input type="checkbox"/> Computers	<input type="checkbox"/> Medic appliances	<input type="checkbox"/> Textile
<input type="checkbox"/> Deodorants	<input type="checkbox"/> Photo	<input type="checkbox"/> Medicine	<input checked="" type="checkbox"/> SPORTS
<input type="checkbox"/> Perfumes	<input type="checkbox"/> Printers	<input checked="" type="checkbox"/> HOME APPLIANCES	<input type="checkbox"/> Accessories
<input type="checkbox"/> Shaving	<input type="checkbox"/> Tv	<input type="checkbox"/> Clean	<input type="checkbox"/> Clothing
<input checked="" type="checkbox"/> CLOTHING	<input type="checkbox"/> Video	<input type="checkbox"/> Climate	<input type="checkbox"/> Footwear
<input type="checkbox"/> Clothing Accessories	<input checked="" type="checkbox"/> FOOD	<input type="checkbox"/> Cook	<input checked="" type="checkbox"/> TOOLS & MACHINERY
<input type="checkbox"/> Backpacks	<input type="checkbox"/> Bakery	<input type="checkbox"/> Garden	<input type="checkbox"/> Electric tools
<input type="checkbox"/> Bags	<input type="checkbox"/> Biscuits	<input checked="" type="checkbox"/> HOME CONTENTS	<input type="checkbox"/> Fixed Machinery
<input type="checkbox"/> Costume jewelry	<input type="checkbox"/> Bread	<input type="checkbox"/> Decoration	<input type="checkbox"/> Mobile Machinery
<input type="checkbox"/> Jewelry	<input type="checkbox"/> Cakes	<input type="checkbox"/> Furnitures	<input type="checkbox"/> Tools
<input type="checkbox"/> Luggage	<input type="checkbox"/> Breakfast	<input type="checkbox"/> Mattresses	<input checked="" type="checkbox"/> TOYS
<input type="checkbox"/> Watches	<input type="checkbox"/> Cereals	<input type="checkbox"/> Textiles	<input type="checkbox"/> Board games
<input type="checkbox"/> Clothes	<input type="checkbox"/> Honey	<input checked="" type="checkbox"/> HOUSEHOLD	<input type="checkbox"/> Construction
<input type="checkbox"/> Lingerie	<input type="checkbox"/> Spreads	<input type="checkbox"/> Air freshners	<input type="checkbox"/> Dolls
<input type="checkbox"/> Shoes	<input type="checkbox"/> Eggs	<input type="checkbox"/> Cleaning	<input type="checkbox"/> Figures
<input type="checkbox"/> Workwear	<input type="checkbox"/> Fish	<input type="checkbox"/> Dishwashing	<input type="checkbox"/> Learning
<input checked="" type="checkbox"/> DRINK	<input type="checkbox"/> Fresh	<input type="checkbox"/> Laundry	<input type="checkbox"/> Outdoor
<input type="checkbox"/> Alcoholic	<input type="checkbox"/> Frozen	<input type="checkbox"/> Tissues	<input type="checkbox"/> Vehicles
<input type="checkbox"/> Alcopops	<input type="checkbox"/> Packed	<input checked="" type="checkbox"/> PETS	<input type="checkbox"/> Cars
<input type="checkbox"/> Apperitifs	<input checked="" type="checkbox"/> Fruit&vegetables	<input type="checkbox"/> Care	<input type="checkbox"/> Trains
<input type="checkbox"/> Beer	<input type="checkbox"/> Fresh	<input type="checkbox"/> Food	<input type="checkbox"/> Videogames
<input type="checkbox"/> Brandy&Cognac	<input type="checkbox"/> Frozen	<input type="checkbox"/> Medicine	<input type="checkbox"/> Consoles
<input type="checkbox"/> Champagnes	<input type="checkbox"/> Packed	<input checked="" type="checkbox"/> OFFICE	<input type="checkbox"/> Games
<input type="checkbox"/> Gin	<input checked="" type="checkbox"/> Meat	<input type="checkbox"/> Furniture	<input checked="" type="checkbox"/> VEHICLES
<input type="checkbox"/> Rum	<input type="checkbox"/> Fresh	<input type="checkbox"/> Office supplies	<input type="checkbox"/> Accessories
<input type="checkbox"/> Tequila	<input type="checkbox"/> Frozen	<input checked="" type="checkbox"/> RAW SUPPLIES	<input type="checkbox"/> Bikes
<input type="checkbox"/> Vermouths	<input type="checkbox"/> Packed	<input type="checkbox"/> Prefabs	<input type="checkbox"/> Boats
<input type="checkbox"/> Vodka	<input checked="" type="checkbox"/> Ready meal	<input type="checkbox"/> Closures	<input checked="" type="checkbox"/> Cars
<input type="checkbox"/> Whisky	<input type="checkbox"/> Salads	<input type="checkbox"/> Electricity	<input type="checkbox"/> Motorcycles
<input type="checkbox"/> Wine	<input checked="" type="checkbox"/> Snacks	<input type="checkbox"/> Floor & wall finishing	<input type="checkbox"/> Planes
<input checked="" type="checkbox"/> Non-alcoholic	<input type="checkbox"/> Chips	<input type="checkbox"/> Insulation	<input checked="" type="checkbox"/> Trucks
<input type="checkbox"/> Coffee	<input type="checkbox"/> Chocolate	<input type="checkbox"/> Ironmongery	<input checked="" type="checkbox"/> Vans
<input type="checkbox"/> Energy drinks	<input type="checkbox"/> Dried fruits	<input type="checkbox"/> Plumbing	<input type="checkbox"/>
<input type="checkbox"/> Juices	<input type="checkbox"/> Sweets	<input type="checkbox"/> Raw materials	<input type="checkbox"/>

Services ☒

Ideas ☒



MAP
ABOUT
CONTACT
LOGIN

[Accessibility](#) | [Legal notice](#) | [Newsletter](#)

<input type="checkbox"/> Tequila	<input type="checkbox"/> Frozen	<input type="checkbox"/> Prefabs	<input type="checkbox"/> Bikes
<input type="checkbox"/> Vermouths	<input type="checkbox"/> Packed	<input type="checkbox"/> Closures	<input type="checkbox"/> Boats
<input type="checkbox"/> Vodka	<input type="checkbox"/> Ready meal	<input type="checkbox"/> Electricity	<input type="checkbox"/> Cars
<input type="checkbox"/> Whisky	<input type="checkbox"/> Salads	<input type="checkbox"/> Floor & wall finishing	<input type="checkbox"/> Motorcycles
<input type="checkbox"/> Wine	<input type="checkbox"/> Snacks	<input type="checkbox"/> Insulation	<input type="checkbox"/> Planes
<input type="checkbox"/> Non-alcoholic	<input type="checkbox"/> Chips	<input type="checkbox"/> Ironmongery	<input type="checkbox"/> Trucks
<input type="checkbox"/> Coffee	<input type="checkbox"/> Chocolate	<input type="checkbox"/> Plumbing	<input type="checkbox"/>
<input type="checkbox"/> Energy drinks	<input type="checkbox"/> Dried fruits	<input type="checkbox"/> Raw materials	<input type="checkbox"/>
<input type="checkbox"/> Juices	<input type="checkbox"/> Sweets		<input type="checkbox"/>

Services ▼

<input type="checkbox"/> CONSULTANTS	<input type="checkbox"/> GOVERNMENT	<input type="checkbox"/> Department store	<input type="checkbox"/> Providers
<input type="checkbox"/> Communication	<input type="checkbox"/> Councils	<input type="checkbox"/> Shop	<input type="checkbox"/> TOURISM
<input type="checkbox"/> Law	<input type="checkbox"/> Countries	<input type="checkbox"/> Shopping mall	<input type="checkbox"/> Place brands
<input type="checkbox"/> Management	<input type="checkbox"/> Guilds	<input type="checkbox"/> Supermarket chain	<input type="checkbox"/> Cities
<input type="checkbox"/> Real estate	<input type="checkbox"/> Region/states	<input type="checkbox"/> RESTAURANTS & BARS	<input type="checkbox"/> Countries
<input type="checkbox"/> CULTURE	<input type="checkbox"/> Supranational entity	<input type="checkbox"/> Bars	<input type="checkbox"/> Monuments
<input type="checkbox"/> Art galleries	<input type="checkbox"/> Unions	<input type="checkbox"/> Cafe	<input type="checkbox"/> Natural Monuments
<input type="checkbox"/> Libraries	<input type="checkbox"/> HEALTH	<input type="checkbox"/> Catering	<input type="checkbox"/> Regions
<input type="checkbox"/> Museums	<input type="checkbox"/> Clinics	<input type="checkbox"/> Fast food	<input type="checkbox"/> Tour operators
<input type="checkbox"/> EDUCATION	<input type="checkbox"/> Doctors	<input type="checkbox"/> Restaurants	<input type="checkbox"/> Travel agencies
<input type="checkbox"/> Distance learning	<input type="checkbox"/> Health research	<input type="checkbox"/> SECURITY	<input type="checkbox"/> TRANSPORTATION
<input type="checkbox"/> Schools	<input type="checkbox"/> Hospitals	<input type="checkbox"/> Army	<input type="checkbox"/> Goods
<input type="checkbox"/> Universities	<input type="checkbox"/> Pharmaceutical	<input type="checkbox"/> Fire department	<input type="checkbox"/> Courier
<input type="checkbox"/> ENERGY	<input type="checkbox"/> HOSTPITALITY	<input type="checkbox"/> Police	<input type="checkbox"/> Logistics
<input type="checkbox"/> Electricity	<input type="checkbox"/> Hostels	<input type="checkbox"/> Private security	<input type="checkbox"/> Postal Service
<input type="checkbox"/> Gas	<input type="checkbox"/> Hotels	<input type="checkbox"/> SOCIAL SERVICES	<input type="checkbox"/> Infrastructures
<input type="checkbox"/> Petroleum	<input type="checkbox"/> Resorts	<input type="checkbox"/> Leisure	<input type="checkbox"/> Airports
<input type="checkbox"/> Renewable	<input type="checkbox"/> MULTISECTOR CORP.	<input type="checkbox"/> Lobbying	<input type="checkbox"/> Motorways
<input type="checkbox"/> ENTERTAINMENT	<input type="checkbox"/> NGO	<input type="checkbox"/> Religious	<input type="checkbox"/> Ports
<input type="checkbox"/> Cinema	<input type="checkbox"/> Enviroment	<input type="checkbox"/> SPORTS	<input type="checkbox"/> People
<input type="checkbox"/> Distribution	<input type="checkbox"/> Social issues	<input type="checkbox"/> Basket	<input type="checkbox"/> Airlines
<input type="checkbox"/> Production	<input type="checkbox"/> Third world	<input type="checkbox"/> Championships	<input type="checkbox"/> Car Rental
<input type="checkbox"/> Theaters	<input type="checkbox"/> PUBLISHING	<input type="checkbox"/> Clubs	<input type="checkbox"/> Intercity Bus
<input type="checkbox"/> Music	<input type="checkbox"/> Magazines	<input type="checkbox"/> Organizations	<input type="checkbox"/> Taxi
<input type="checkbox"/> Festivals	<input type="checkbox"/> Economic	<input type="checkbox"/> Football	<input type="checkbox"/> Train
<input type="checkbox"/> Record Labels	<input type="checkbox"/> Fashion	<input type="checkbox"/> Championships	<input type="checkbox"/> Underground
<input type="checkbox"/> Theater	<input type="checkbox"/> Motor	<input type="checkbox"/> Clubs	<input type="checkbox"/> Urban Bus
<input type="checkbox"/> Dance Companies	<input type="checkbox"/> News	<input type="checkbox"/> Organizations	<input type="checkbox"/> Vessels
<input type="checkbox"/> Festivals	<input type="checkbox"/> Newspapers	<input type="checkbox"/> Motor	<input type="checkbox"/> TV CHANNELS
<input type="checkbox"/> Opera Theaters	<input type="checkbox"/> Economic	<input type="checkbox"/> Championships	<input type="checkbox"/> General interest
<input type="checkbox"/> Theaters	<input type="checkbox"/> General interest	<input type="checkbox"/> Organizations	<input type="checkbox"/> Shows
<input type="checkbox"/> Theater Companies	<input type="checkbox"/> Sensationalist	<input type="checkbox"/> Teams	<input type="checkbox"/> Thematic
<input type="checkbox"/> FINANCIAL	<input type="checkbox"/> Sports	<input type="checkbox"/> Rugby root sports	<input type="checkbox"/> Food
<input type="checkbox"/> Banking	<input type="checkbox"/> Publishing houses	<input type="checkbox"/> Championships	<input type="checkbox"/> Kids
<input type="checkbox"/> Insurance	<input type="checkbox"/> Press agency	<input type="checkbox"/> Clubs	<input type="checkbox"/> News
<input type="checkbox"/> Investment funds	<input type="checkbox"/> Social networks	<input type="checkbox"/> Organizations	<input type="checkbox"/>
<input type="checkbox"/> Stock markets	<input type="checkbox"/> RETAIL	<input type="checkbox"/> TELECOMMUNICATIONS	<input type="checkbox"/>

Ideas ▼

<input type="checkbox"/> POLITICS	<input type="checkbox"/> Confucianism	<input type="checkbox"/> Shia	<input type="checkbox"/> Civil resistance
<input type="checkbox"/> Parties & candidates	<input type="checkbox"/> Taoism	<input type="checkbox"/> Sunni	<input type="checkbox"/> Revolutionary
<input type="checkbox"/> Environmentalist	<input type="checkbox"/> Christianity	<input type="checkbox"/> Judaism	<input type="checkbox"/> Rights
<input type="checkbox"/> Left	<input type="checkbox"/> Catholic	<input type="checkbox"/> Conservative	<input type="checkbox"/> Animals
<input type="checkbox"/> Liberal	<input type="checkbox"/> Orthodox	<input type="checkbox"/> Orthodox	<input type="checkbox"/> LGBT
<input type="checkbox"/> Radical Left	<input type="checkbox"/> Protestantism	<input type="checkbox"/> Reform	<input type="checkbox"/> Minorities
<input type="checkbox"/> Right	<input type="checkbox"/> Indian	<input type="checkbox"/> SECTS	<input type="checkbox"/> Religious
<input type="checkbox"/> Radical Right	<input type="checkbox"/> Buddhism	<input type="checkbox"/> Other doctrines	<input type="checkbox"/> Secret societies
<input type="checkbox"/> Social Democrat	<input type="checkbox"/> Hinduism	<input type="checkbox"/> Religious	<input type="checkbox"/> Terrorism
<input type="checkbox"/> Summits	<input type="checkbox"/> Jainism	<input type="checkbox"/> SOCIAL MOVEMENTS	<input type="checkbox"/>
<input type="checkbox"/> RELIGION	<input type="checkbox"/> Sikhism	<input type="checkbox"/> Environmental	<input type="checkbox"/>
<input type="checkbox"/> Asian	<input type="checkbox"/> Islam	<input type="checkbox"/> Lobbies	<input type="checkbox"/>
<input type="checkbox"/> Chinese folk	<input type="checkbox"/> Ahmaddiys	<input type="checkbox"/> Political	<input type="checkbox"/>



Trademarks
Mapping

MAP
ABOUT
CONTACT
LOGIN

Accessibility | Legal notice | Newsletter

DATABASE

ADD

CHECK/EDIT

MAP

ABOUT

CONTACT

LOGIN

Check Entry

BACK
TO MAP

Trademark name

Ford

Trademarks group

Ford Motor Company

Update Date

09/2015

Samples

Formal archetype

BASIC VERSION

VERSION 2

BASIC VERSION ARCHETYPE

FORMAL MODEL

COLOURS

VERSION 3

↑

LOGO

SCRIPT

MAIN FONT

SUPPORT FONT

HISTORICAL EVOLUTION

YEAR

1903

SAMPLE

YEAR

1907

SAMPLE

YEAR

1928

SAMPLE

YEAR

1965

SAMPLE

<

>

Formal Model

4

Formal Model

8

Formal Model

4

Formal Model

4

Who offers

What is the offer

To whom is offered

Where is purchased

Country of origin

USA

Trade area

North America

Started activity about

1900-1945

Kind of offer

Product

Kind of Product

Vehicles

Cars

Specialisation

Mass market

Price

Expensive

Kind of reciever

Consumer/User

Company (B2B)

Genre

Not relevant

Age

Senior

20-65

Purchasing Power

High-medium

Medium

Medium-low

Geographic coverage

Worldwide

Retail environment

Brand owned shop

On-line

Nice Classification of goods and services (+)

(0) WPO

Class

Indication

Basic No.

12

Cars

120199

12

Sports cars

120178

12

Motor Racing cars

120299

12

Trucks

120022

List of cases

Search on 64 cases

Acura	09/2015	
Alfa Romeo	09/2015	
Aston Martin	09/2015	
Audi		
Audi	09/2015	
Audi Sport	09/2015	
Quatro	09/2015	
SS	09/2015	
Bentley	09/2015	
Bugati	09/2015	
BYD	09/2015	
Cadillac	09/2015	
Chevrolet	09/2015	
Chrysler	09/2015	
Citroën		
Citroën	09/2015	
Citroën Racing	09/2015	
Cactus	09/2015	
Dacia	09/2015	
Datsun	09/2015	
Dodge	09/2015	
Ferrari	09/2015	
Fiat	09/2015	
Ford Motor Company	09/2015	
Ford	09/2015	
Ford Motor Company	09/2015	
Ford Mustang	09/2015	
Ford Racing	09/2015	
GMC	09/2015	
Honda	09/2015	
Hyundai	09/2015	
Infiniti	09/2015	
Jaguar	09/2015	
Jeep	09/2015	
Kia	09/2015	
Lamborghini	09/2015	
Lancia	09/2015	
Land Rover	09/2015	
Lexus	09/2015	
Lincoln	09/2015	

Trademarks Mapping

MAP

ABOUT

CONTACT

LOGIN

Accessibility | Legal notice | Newsletter

- DATABASE
- ADD
- CHECK/EDIT
- MAP

- ABOUT
- CONTACT
- LOGGED IN

Check Entry

EDIT ENTRY

BACK TO MAP

Trademark name

Ford

Trademarks group

Ford Motor Company

Update Date

09/2015

Samples

BASIC VERSION

VERSION 2

BASIC VERSION ARCHETYPE

FORMAL MODEL

COLOURS

VERSION 3

4

BASIC VERSION

VISUAL SIGN

VERSION 2

VERBAL SIGN

VERSION 3

COMPL. 1st

MAIN FONT

COMPL. 2nd

SUPPORT FONT

COMPL. 3rd

SCRIPT

Historical evolution

YEAR

1903

SAMPLE

YEAR

1907

SAMPLE

YEAR

1928

SAMPLE

YEAR

1965

SAMPLE

Formal Model

4

Formal Model

8

Formal Model

4

Formal Model

4

Who offers

Country of origin

USA

Trade area

North America

Started activity about

1900-1945

What is the offer

Kind of offer

Product

Kind of Product

Vehicles

Cars

Specialisation

Mass market

Price

Expensive

To whom is offered

Kind of receiver

Consumer/User

Company (B2B)

Genre

Not relevant

Age

Senior

20-65

Purchasing Power

High-medium

Medium

Medium-low

Where is purchased

Geographic coverage

Worldwide

Retail environment

Brand owned shop

On-line

Nice Classification of goods and services (+)

(+) WIPO

Class

Indication

Basic No.

12

Cars

120199

12

Sports cars

120178

12

Motor Racing cars

DATABASE

ADD

CHECK/EDIT

MAP

ABOUT

CONTACT

LOGIN

Map results for: 1350 cases

PRODUCTS FOOD/Fruit&vegetables/ Fresh, Packed + DRINK/Alcoholic/Wine
 SERVICES FOOD/Fruit&vegetables/ Fresh, Packed + DRINK/Alcoholic/Wine
 OFFER RECEIVER Kind of receiver/Consumer/User + Purchasing power/Medium + Genre/Feminine + Specialisation/Mass
 market + Age/Senior + Social status/High, High-medium, Medium, Medium-low, low, Not relevant
 TRADEMARK OWNER Place of origin/Europe + Started activity in/Before 1900 + Geographic coverage/Worldwide

VIEW FULL LIST OF TAGS

FILTER AGAIN

EDIT FILTERS

PRINT RESULTS

SAVE RESULTS

MODELS

SAMPLES

COMBINED

ARCHETYPES

HISTORICAL

GROUPS

ON CLASSIFICATION MATRIX

COLOUR INDICATORS

100%	>83%<	<66%<	>50%<	>33%<	>16%<	>0%

0%	→	0%
LOGO	→	0%
★	→	21%
★	→	1%
★	→	6%
★	→	2%
L*GO	→	10%
★	→	0%

USE OF MODELS

PRESENCE IN THIS AREA WARNS THAT USE OF SPECIFIC MODELS CAN BE A HIGH RELEVANT B RELEVANT C SIGNIFICANT D DIFUSE

A	B	C	D
★	★	★	★
0%	0%	21%	1%
0 CASES	0 CASES	18 CASES	12 CASES

NATURE OF THE MODELS

KIND OF SIGN PREDOMINANCE

KIND OF COMPOSITION

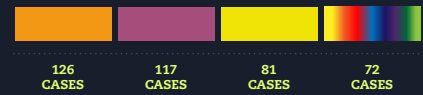
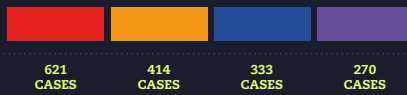
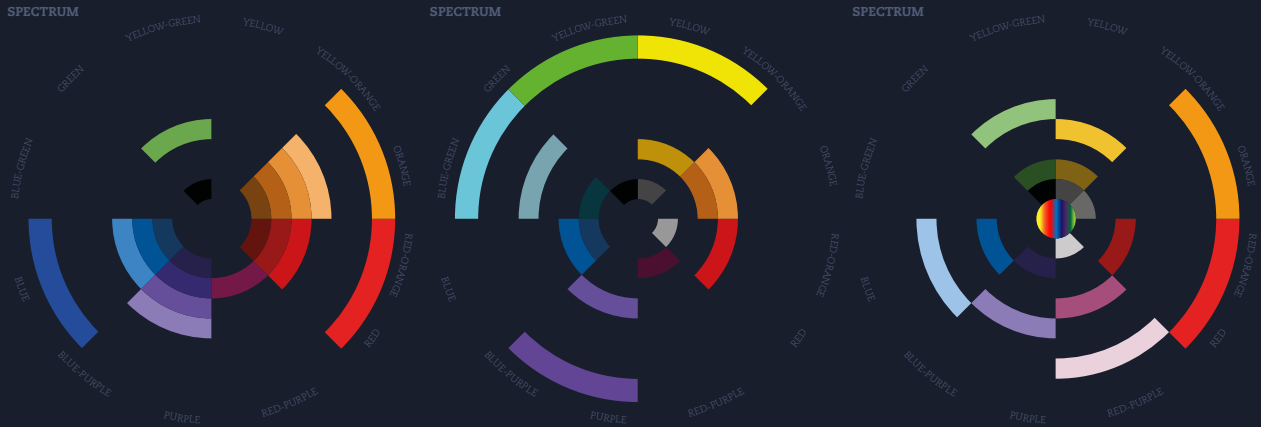
Semiotic Nature 14%

Visual sign predominance 7%

Pure models 95%

i
i

☒ 1st ☐ 2nd ☐ 3rd

☒ Basic version

☒ Version 2

☒ Version 3

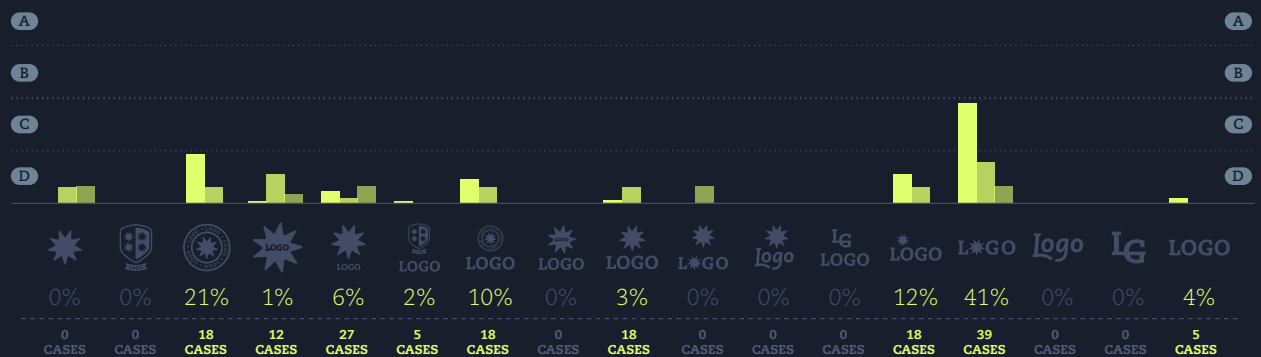


Figure 5.63. Mapping alphabetically ordered samples page. Source: Own creation.

DATABASE

ADD

CHECK/EDIT

MAP

ABOUT

CONTACT

LOGIN

Map results for: 1,350 cases

PRODUCTS FOOD/Fruit&vegetables/ Fresh, Packed + DRINK/Alcoholic/Wine

SERVICES FOOD/Fruit&vegetables/ Fresh, Packed + DRINK/Alcoholic/Wine

OFFER RECEIVER Kind of receiver/Consumer/User + Purchasing power/Medium + Genre/Feminine + Specialisation/Mass market + Age/Senior + Social status/High, High medium, Medium, Medium-low, low, Not relevant

TRADEMARK OWNER Place of origin/Europe + Started activity in/Before 1900 + Geographic coverage/Worldwide

VIEW FULL LIST OF TAGS

FILTER AGAIN

EDIT FILTERS

PRINT RESULTS

SAVE RESULTS

MODELS

SAMPLES

COMBINED

ARCHETYPES

HISTORICAL

GROUPS

SORT SAMPLES BY

☒ ALPHABETICALLY
 ☐ CLASSIFICATION MODELS

VIEW

☒ BASIC VERSION
 ☐ VERSION 2
 ☐ VERSION 3

<div>C</div> <div>5 CASES</div>	<div>CAIRO METRO</div> <div>The Egyptian Co. for Metro Management & Operation</div>	<div>CBTU</div>	<div>CCR Metro Bahig</div>	<div>Chennai Metro Rail Limited</div>	<div>cta</div>
<div>D</div> <div>6 CASES</div>	<div>दिल्ली मेट्रो रेल कॉर्पोरेशन लिमिटेड</div> <div>Delhi Metro Rail Corporation Limited</div>	<div>DLR</div>	<div>DJET</div>	<div>DTRO</div> <div>대구도시철도공사</div>	<div>مترو دبي</div> <div>Dubai metro</div>
<div>GVB</div>	<div>F</div> <div>3 CASES</div>	<div>FMETRO</div>			<div>G</div> <div>3 CASES</div>
<div>广州地铁</div> <div>Guangzhou Metro</div>	<div>HOCHBAHN</div>	<div>H</div> <div>1 CASES</div>	<div>JAIPUR METRO</div>	<div>K</div> <div>1 CASES</div>	
<div>Incheon Transit Corporation</div>	<div>Metro de Barcelona</div>	<div>METROBS</div>	<div>METRO DF</div>		

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< 1 OF 5 >



Trademarks
Mapping

MAP
ABOUT
CONTACT
LOGIN

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Figure 5.64. Mapping models ordered samples page. Source: Own creation.

Trademarks Mapping

DATABASE

ADD

CHECK/EDIT

MAP

ABOUT

CONTACT

LOGGED IN

Map results for: 1,350 cases

PRODUCTS FOOD/Fruit&vegetables/ Fresh, Packed + DRINK/Alcoholic/Wine

SERVICES FOOD/Fruit&vegetables/ Fresh, Packed + DRINK/Alcoholic/Wine

OFFER RECEIVER kind of receiver/Consumer/User + Purchasing power/Medium + Genre/Feminine + Specialisation/Mass market + Age/Senior + Social status/High, High-medium, Medium, Medium-low, low, Not relevant

TRADEMARK OWNER Place of origin/Europe + Started activity in/Before 1900 + Geographic coverage/Worldwide

VIEW FULL LIST OF TAGS

FILTER AGAIN

EDIT FILTERS

PRINT RESULTS

SAVE RESULTS

MODELS

SAMPLES

COMBINED

ARCHETYPES

HISTORICAL

GROUPS

SORT SAMPLES BY

ALPHABETICALLY






















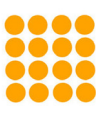




















CLASSIFICATION MODELS

VIEW

BASIC VERSION

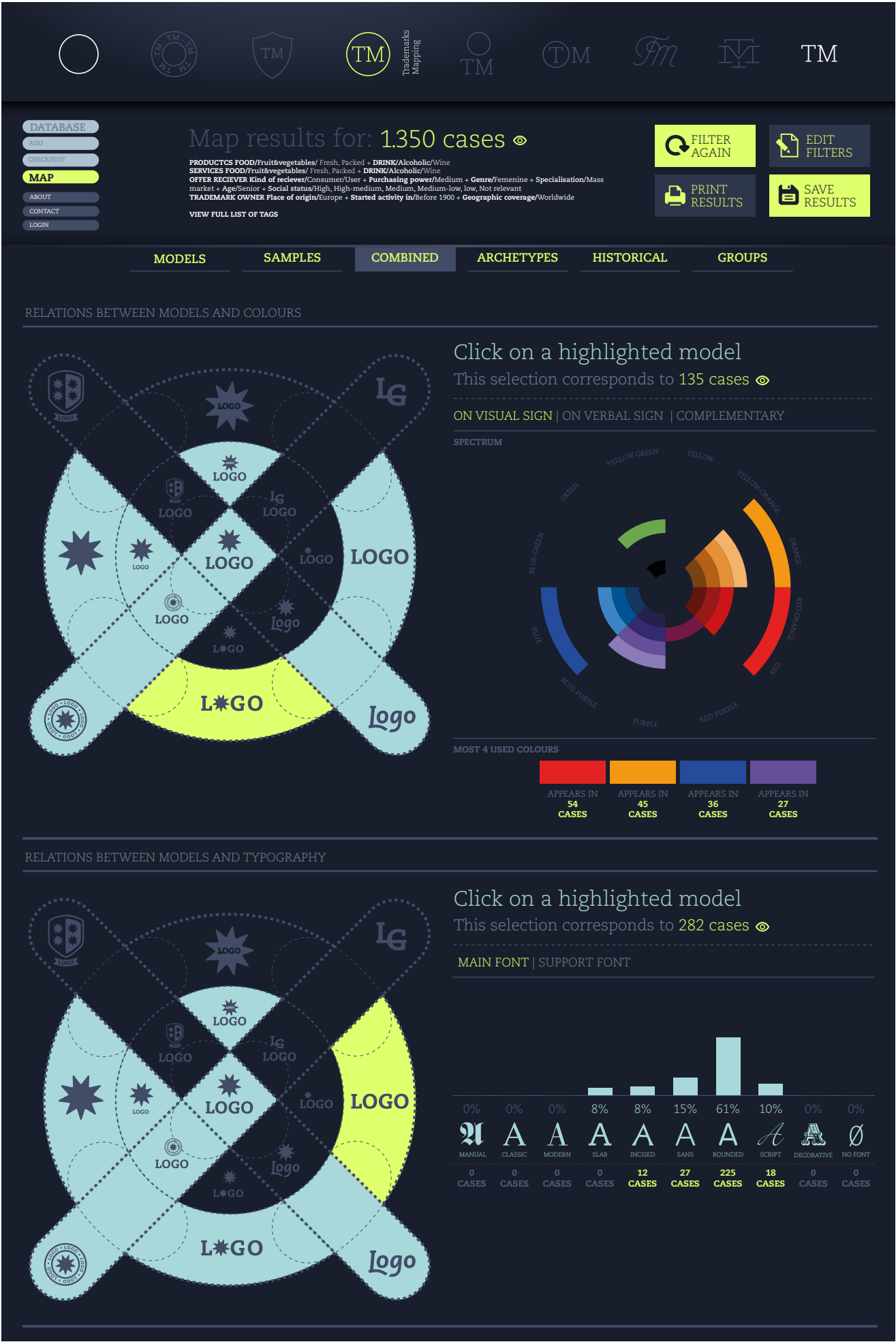
VERSION 2

VERSION 3

 <div>21 CASES</div>				 <div>Metro de Barcelona</div>	
					
					
				 <div>7 CASES</div>	
					
 <div>23 CASES</div>					
					

265

Figure 5.65. Combined mapping section. Source: Own creation.



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Map results for: 1350 cases

FILTER AGAIN

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SAVE RESULTS

PRODUCTCS FOOD/Fruit&vegetables/ Fresh, Packed + DRINK/Alcoholic/Wine
SERVICES FOOD/Fruit&vegetables/ Fresh, Packed + DRINK/Alcoholic/Wine
OFFER RECIEVER Kind of reciever/Consumer/User + Purchasing power/Medium + Genre/Femenine + Specialisation/Mass market + Age/Senior + Social status/High, High-medium, Medium, Medium-low, low, Not relevant
TRADEMARK OWNER Place of origin/Europe + Started activity in/Before 1900 + Geographic coverage/Worldwide

VIEW FULL LIST OF TAGS

MODELS SAMPLES COMBINED **ARCHETYPES** HISTORICAL GROUPS

TOP 4 ARCHETYPES BY AVERAGE VALUES

<p># 1 360 CASES EQUALS 26%</p>	<p># 2 54 CASES EQUALS 4%</p>	<p># 3 45 CASES EQUALS 3%</p>	<p># 4 18 CASES EQUALS 1,5%</p>
-------------------------------------	-----------------------------------	-----------------------------------	-------------------------------------

TOP 4 ARCHETYPES BY FORMAL MODEL PREVALENCE

<p># 1</p>	<p># 2</p>	<p># 3</p>	<p># 3</p>
------------	------------	------------	------------

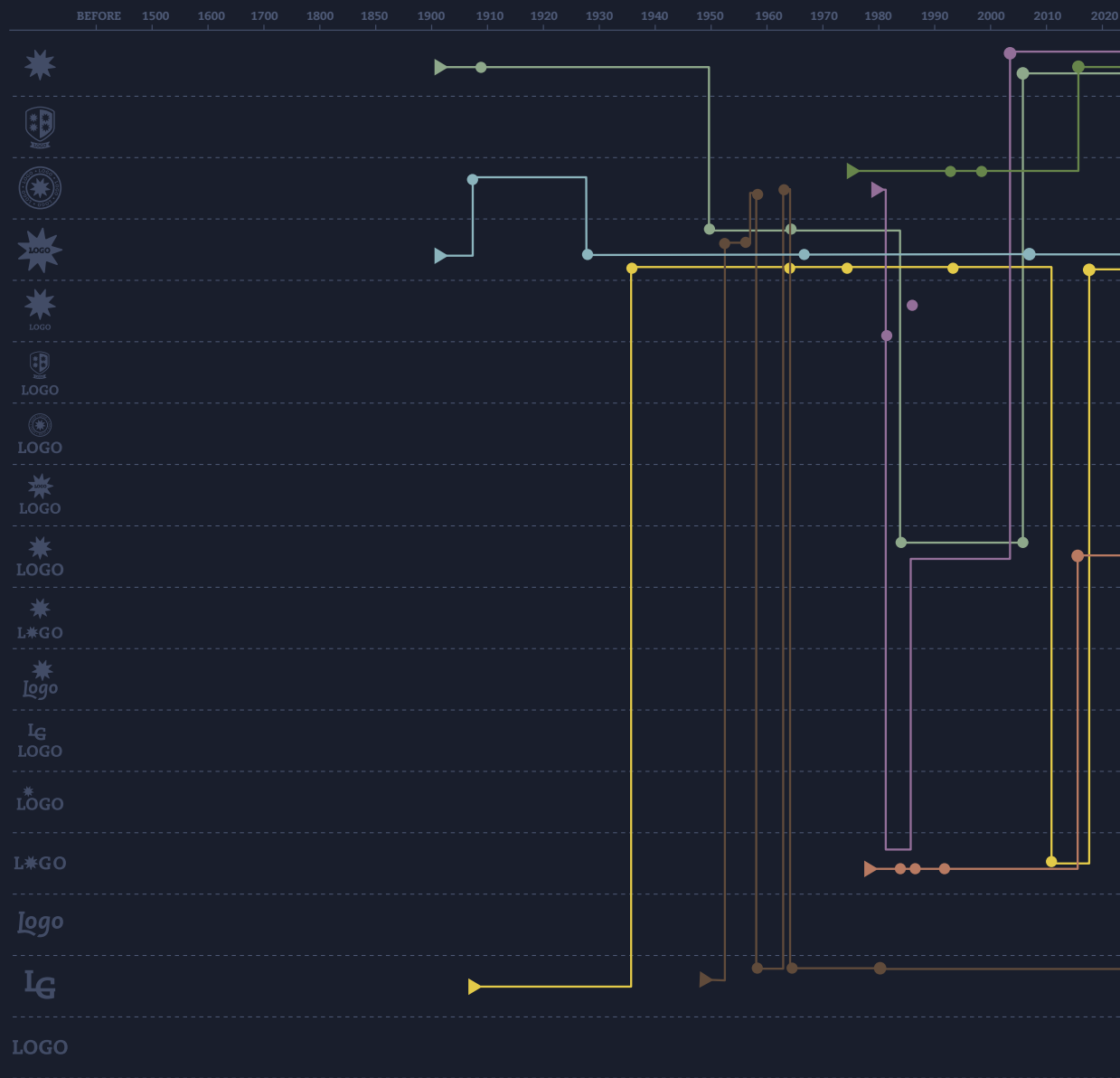
TOP 4 ARCHETYPES BY COLOUR PREVALENCE

<p># 1</p>	<p># 2</p>	<p># 3</p>	<p># 3</p>
------------	------------	------------	------------

TOP 4 ARCHETYPES BY FONT PREVALENCE

<p># 1</p>	<p># 2</p>	<p># 3</p>	<p># 3</p>
------------	------------	------------	------------

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Map results for: 1.350 cases

PRODUCTS FOOD/Fruit&vegetables/ Fresh, Packed + DRINK/Alcoholic/Wine
SERVICES FOOD/Fruit&vegetables/ Fresh, Packed + DRINK/Alcoholic/Wine
OFFER RECEIVER Kind of reciever/Consumer/User + Purchasing power/Medium + Genre/Femenine + Specialisation/Mass market + Age/Senior + Social status/High, High-medium, Medium, Medium-low, low, Not relevant
TRADEMARK OWNER Place of origin/Europe + Started activity in/Before 1900 + Geographic coverage/Worldwide

VIEW FULL LIST OF TAGS

FILTER AGAIN

EDIT FILTERS

PRINT RESULTS

SAVE RESULTS

MODELSSAMPLESCOMBINEDARCHETYPESHISTORICALGROUPS

VIEW MODELS OF GROUP OF TRADEMARKS USED BY THE SAME OWNER

Selection

CASE	LABEL	ACTIVATION
Citroën		<input checked="" type="checkbox"/>
Citroën		<input checked="" type="checkbox"/>
Citroën Racing		<input checked="" type="checkbox"/>
Cactus		<input checked="" type="checkbox"/>
Ford Motor Company		<input checked="" type="checkbox"/>
Ford		<input checked="" type="checkbox"/>
Ford Motor Company		<input checked="" type="checkbox"/>
Ford Mustang		<input checked="" type="checkbox"/>
Ford Racing		<input checked="" type="checkbox"/>

Choose cases

Audi	09/2015	<input type="checkbox"/>	
Audi	09/2015		
Audi Sport	09/2015		
Quatro	09/2015		
S3	09/2015		
Citroën	09/2015	<input checked="" type="checkbox"/>	
Citroën	09/2015		
Citroën Racing	09/2015		
Cactus	09/2015		
Ford Motor Company	09/2015	<input checked="" type="checkbox"/>	
Ford	09/2015		
Ford Motor Company	09/2015		
Ford Mustang	09/2015		
Ford Racing	09/2015		
Toyota	09/2015	<input type="checkbox"/>	
Toyota	09/2015		
Yaris	09/2015		

ADD CASE

CLEAN

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