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Markify Launches World's First Free Search for Similar Trademarks

Entrepreneurs, brand name creators and domain name buyers can now avoid costly trademark conflicts that force them to change name.

Markify officially opened its public beta site today at markify.com, signaling the launch of the world's only free search and watch service for similar trademarks.

"Trademark search has been slow, difficult and expensive. After being involved in professional name processes for ten years I decided to try to change this," said Benoit Fallenius, CEO of Markify. "I wanted to make trademark availability search easy, accurate, fast and free."



With Markify, you can now quickly and easily check any name to see whether anyone is already operating under a similar trademark - both in the US (USPTO data) and in Europe (CTM data). This enables you to avoid such names in your search for a new domain name or trademark. Otherwise there is a risk that you might have to change your name later – something no business wants to deal with.

"It took us a long time to build the core technology. But today we can find the similar trademarks with much less noise than any other trademark search service we have seen," said Benoit Fallenius.

Until now, this type of a trademark availability search has taken 48 hours and cost more than \$500 for checking just one name. As a result, thousands of start-ups every year neglect doing a trademark availability search. Many end up in costly conflicts that they lose, forcing them to change their names.

"Our vision is to make business life easier for entrepreneurs and brand name creators," said Benoit Fallenius. "The naming process is already difficult as it is. A free and more accurate trademark search, coupled with a full watch service is our first contribution to ease that process."

About Markify

Markify was founded in 2009 to pursue innovation in trademark search. The team, based in Stockholm, Sweden, is a mix of experienced software engineers, linguists and trademark search experts. More background story on the Markify blog.

Investors are CNCP, a venture capital firm focused on early-stage information technology and e-commerce start-ups based in northern Europe. Magnus Wiberg from CNCP will serve on the Markify board. Magnus is the co-founder of Pricerunner (sold to ValueClick) and an active angel investor in several start-ups in the Nordic region.

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