

Carlton Fields Launches Proprietary Trademark Monitoring Tool

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Emphasis on Innovation Offers a One-Stop-Shop for Firm Clients' Global Brand Management Carlton Fields is pleased to announce the launch of TMap, an interactive, digital tool that provides portfolio clients with a comprehensive map of their pending and active trademark applications and registrations worldwide. The TMap system provides Carlton Fields trademark clients with convenient, graphical access to information about their trademark filings around the world in the form of an interactive map. Clients can view their trademark portfolio worldwide, seeing immediately where they do and do not have coverage for each of their brands or offerings. Detailed information on individual filings is immediately accessible by clicking filing pins in each country. The map is also interactive, allowing clients to focus in on brands, products, countries and other criteria with no more than a couple clicks of their mouse. Carlton Fields client, Brooks Cowan, Senior Vice President, Legal, of the IRONMAN Group, shared: "We are delighted that Carlton Fields developed its handy TMap product. The tool allows us to quickly and easily check the status and scope of our trademark applications and registrations globally across our many brands, and in any country. The map overlay is intuitive, and the tool provides all sorts of useful filtering and functionality that any trademark portfolio manager would want." TMap Tracker was developed as part of Carlton Fields' annual Innovation Challenge, which expands the way Carlton Fields works collaboratively with clients to achieve their goals. Through the Innovation Challenge, the firm's lawyers and professionals incubate ideas that help clients maximize their efficiency and quality. "We are pleased to be able to offer an interactive way for clients to access and manage their trademark registrations," said Ty Giltinan, chair of Carlton Fields' Intellectual and Property Practice Group. "With many of our clients navigating complicated trademark environments all over the world, this pioneering tool makes it easy for them to visualize and manage their global registrations." The annual Carlton Fields Innovation Challenge invites all lawyers and employees to submit concepts for trailblazing technological solutions to improve the firm's operational efficiency and service delivery. This not only spawns valuable and useful concepts and tech tools directly, but also creates an innovation culture benefiting firm clients in many ways. "Through the TMap system and other programs created through our Innovation

Challenge, Carlton Fields continues to invest in its clients by developing proactive technological solutions,” said Peter Hitson, Director of Legal Project and Practice Management at Carlton Fields. “We are a firm that believes technology can — and must — be used in the legal field. By investing in products like TMap Tracker, we can provide better service at a better value.” For more information on the TMap system, please visit [here](#).

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William Giltinan



C. Peter Hitson

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