# Helping 60,000 people use the Web for their work

26<sup>th</sup> June 2003 No.139

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#### **Fully Formatted Acrobat Version**

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#### **ABOUT FREE PINT**

FreePint is an online community of information searchers. Members receive this free newsletter twice a month: it is packed with tips on finding quality and reliable business information on the Internet.

Joining is free at <a href="http://www.freepint.com/">http://www.freepint.com/</a> and provides access to a substantial archive of articles, reviews, jobs & events, with answers to research questions and networking at the FreePint Bar.

Please circulate this newsletter which is best read when printed out. To receive a fully formatted version as an attachment or a brief notification when it's online, visit <a href="http://www.freepint.com/member">http://www.freepint.com/member</a>.

#### **EDITORIAL**

It's like having your own gossip gopher. Darting around picking up on key trends whilst having one ear out for tasty soundbites. In truth, we didn't actually end up wearing our FreePint felt fedoras, but we certainly feel we did a good job of reporting on the SLA information conference in New York the week before last.

The Daily Dispatches from my colleague Annabel Colley are a pleasure to read and each contains a good mix of opinion and emerging themes from the conference, along with useful tips and a smidgen of gossip.

We managed to quiz keynote speaker Madeleine Albright, former US Secretary of State, and interviewed a number of senior figures in the information industry. You will shortly receive the transcript of our first interview, with Factiva CEO and President Clare Hart. Annabel certainly doesn't pull her punches, and weaves many of the questions sent in by FreePinters into the interrogation. We're not shy about asking tricky questions as you'll see shortly in the transcripts.

A big thank you to Factiva for sponsoring our attendance at the conference. I'm sure you'll agree that their financial support has meant that those who couldn't attend can feel part of the proceedings by reading the dispatches and seeing the snaps.

The dispatches and photo montage are online now. Visit:

<a href="http://www.freepint.com/go/b24333">http://www.freepint.com/go/b24333></a>

There's something for everyone in today's newsletter. We cover taxation resources and trademark databases, along with plenty of tips, jobs and reviews. So, we'd better crack on. We hope you enjoy it and thank you to everyone who is helping to spread the word about FreePint -- we're welcoming over 500 new readers this issue.

Cheers William

William Hann BSc(Hons) MCLIP Founder and Managing Editor

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# FreePint Freedom of Information Exchange

22nd July 2003, London, UK

This seminar will provide an overview of the Freedom of Information Act. The session will cover: \* practical issues to consider when implementing FOI \* discrepancies between the Data Protection and Freedom of Information regimes \* the role of the publication scheme \* records management issues; handling FOI requests \* right of appeal, complaints procedures & compliance matters \* copyright issues.

http://www.freepint.com/exchange/fi220703.htm



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#### **FREE PINT JOBS**

<a href="http://www.freepint.com/jobs">http://www.freepint.com/jobs></a>

This week's selected listings are below. All new jobs are posted to the Bar and Bar Digest (circulation 11,000+) and matched against the 1000+ live job seeker profiles. This week's Bar 'new jobs' listing is at

<a href="http://www.freepint.com/go/b24310">http://www.freepint.com/go/b24310</a> and last week's at

<a href="http://www.freepint.com/go/b24180">http://www.freepint.com/go/b24180>.</a>

Here are some of the latest featured jobs:

#### **Development Records Co-ordinator**

<a href="http://www.freepint.com/go/j2505">http://www.freepint.com/go/j2505</a>>
You will provide records management support and advice, primarily to regulatory specialists teams.
Recruiter: Amgen Limited

#### **Video Cataloguing Librarian**

<a href="http://www.freepint.com/go/j2506">http://www.freepint.com/go/j2506</a>>
Enthusiastic librarian with video archiving skills to work with the video production unit of Greenpeace International in Amsterdam. Recruiter: Greenpeace International

#### Researcher/Analyst (Maternity Leave)

<a href="http://www.freepint.com/go/j2527">http://www.freepint.com/go/j2527</a>>
Immediate vacancy for excellent, proactive Business Researcher/Analyst, 35 hour week in Maternity Leave Contract with friendly team. Recruiter: Glen Recruitment

#### Learning And Information Co-ordinator - East Mids

<a href="http://www.freepint.com/go/j2529">http://www.freepint.com/go/j2529</a>>
Lib/Info Co-ordinator for Careers Guidance
Service, East Mids, 3 months +. Includes
developing Web-based library catalogue.
Recruiter: Sue Hill Recruitment

[The above jobs are paid listings]

Find out more today at <a href="http://www.freepint.com/jobs">http://www.freepint.com/jobs</a>>

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Do you publish a plain text email newsletter? Do some readers report receiving gobbledegook?

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<a href="http://www.willco.com/support/sevenbit">http://www.willco.com/support/sevenbit</a>

## **Free Pint Forthcoming Articles**

\* Children and the Internet \* Online Discussion Groups \* Copyright & The Internet \* Registered Design Databases \* Visual Representation of Information \* Open University Resources \* Making Technologies Accessible \* Leadership Styles \* U.S. Automotive Industry \* Psychology of Corporations \*

If you have a suggestion for an article topic or would like to write for Free Pint then please contact <penny@freepint.com> or sign up for the Author Update at <a href="http://www.freepint.com/author.htm">http://www.freepint.com/author.htm</a>.

# All UK Company Director Information -- Pay As You Go

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FreePint Financials. Try a free search today: <a href="http://www.freepint.com/icc/">http://www.freepint.com/icc/</a>

## \* Spotlight on Marketing – Free Trial of Cogenta's Brand Tracking Software \*

Cogenta's Research Director product provides Marketing Managers with the software to easily track the internet news and presence of their own brands and their competitors. Build multiple research 'agents' using our own Cogenta Mode technology to search the 'hidden' web. Schedule and run the agents in parallel to always be on top of your competitive position.

To trial the software:

<a href="http://www.cogenta.com/form/free\_trial.htm">http://www.cogenta.com/form/free\_trial.htm</a>

# **Subscribe to Factiva's InfoPro Alliance Newsletter**

As a member of the InfoPro Alliance, you will receive our monthly e-mail newsletter telling you about the latest enhancements to Factiva.com, product tips, TechTalk and links to our new online sessions for advanced searchers.

<a href="http://www.factiva.com/infopro">http://www.factiva.com/infopro</a>

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<a href="http://www.freepint.com/advert.htm">http://www.freepint.com/advert.htm</a>

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Mary Ellen Bates is an independent information professional, specializing in business research, and a frequent international speaker and writer. She is based in Washington DC <http://www.BatesInfo.com>.

Tell us about your favourite Web sites.
Check out the guidelines at <a href="http://www.freepint.com/">http://www.freepint.com/</a>, then email <penny@freepint.com>.

# MY FAVOURITE TIPPLES from Mary Ellen Bates

- I subscribe to Gary Price's weekly update, but I also read his ResourceShelf blog <a href="http://www.resourceshelf.com">http://www.resourceshelf.com</a>> almost every day. He is a librarian's librarian.
- I also read Chris Sherman's SearchDay newsletter, to stay up-to-date with trends in the search engine world http://www.searchenginewatch.com/searchday/
- I do a lot of public speaking and I like having unusual templates, so I often use the free PowerPoint templates at <a href="http://www.websiteestates.com/ppoint.html">http://www.websiteestates.com/ppoint.html</a>>.
- Much of my work is focused on business research, so I search the US Securities & Exchange Commission files. My favorite SEC search tool is <a href="http://www.edgariq.com">http://www.edgariq.com</a>.
- Because sometimes I just need to broaden my horizons, I read Cory Doctorow's blog daily <a href="http://boingboing.net">http://boingboing.net</a>>.

#### **EVENTS**

<a href="http://www.freepint.com/events">http://www.freepint.com/events</a>

"Business Innovation in the Knowledge Economy 2" - Free event on how business practice and processes are being changed by the introduction of new technology. FreePint's William Hann is talking. Key themes include CRM and the Knowledge Economy. Warwick and Stratford-on-Avon, 1st and 2nd July 2003 <a href="https://www.freepint.com/qo/e222">http://www.freepint.com/qo/e222</a>.

"Umbrella 2003" - Networking and training event for anyone in the information scene organised by CILIP.
<a href="http://www.freepint.com/go/e191">http://www.freepint.com/go/e191</a>>
Manchester, 3rd July 2003.

STN has free chemistry training in Cambridge <a href="http://www.freepint.com/go/e224">http://www.freepint.com/go/e224</a> and patent training in London

<a href="http://www.freepint.com/go/e225">http://www.freepint.com/go/e225</a>. The British Library is also running "Patent Searching Clinics" in London <a href="http://www.freepint.com/go/e214">http://www.freepint.com/go/e214</a>>.

"Libraries on the Web: collections or services?" - Organised by xrefer Ltd, "a free half day seminar for librarians from the public, academic and corporate library sectors".

<a href="http://www.freepint.com/go/e220">http://www.freepint.com/go/e220</a> London, 18th July 2003.

"FreePint Freedom of Information Exchange" -Will provide an overview of the Freedom of Information Act. The seminar leader will be Paul Pedley, Head of Research at the Economist Intelligence Unit.

<a href="http://www.freepint.com/go/e189">http://www.freepint.com/go/e189</a> Central London, 22nd July 2003.

"Marketing Workshop" - Organised by Wired Wessex, covering online marketing and PR for SMEs. <a href="http://www.freepint.com/go/e211">http://www.freepint.com/go/e211</a> Portsmouth, 22nd July 2003.

Submit details of your event today for free promotion. Simply complete the form at <a href="http://www.freepint.com/events">http://www.freepint.com/events</a>.

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# FREE PINT BAR In Association with Factiva a Dow Jones & Reuters Company

While we were in New York filing our Daily Dispatches from the SLA conference <a href="http://www.freepint.com/go/b24333">http://www.freepint.com/go/b24333</a>, FreePinters forged ahead with helping others with their tricky Web-related research.

A few topics still require some answers, so can you help with any of the following?:

Do you know how to measure or prove the value of a self-funding knowledge centre <a href="http://www.freepint.com/go/b24110">http://www.freepint.com/go/b24110</a>? Do you have thoughts about the information provider OneSource, either publicly or privately <a href="http://www.freepint.com/go/b24223">http://www.freepint.com/go/b24223</a>?

On information-related topics, there were some useful meta-directories suggested for RSS feeds <a href="http://www.freepint.com/go/b23996">http://www.freepint.com/go/b23996</a> and someone is looking for specific scientific journals/magazines providing RSS feeds - can you help?

<a href="http://www.freepint.com/go/b24311">http://www.freepint.com/go/b24311</a>?

On more general business topics, do you know of new-business development initiatives, particularly in the services sector <a href="http://www.freepint.com/go/b23997">http://www.freepint.com/go/b23997</a>? What about research on benchmarking customer service expenditure in the retail sector <a href="http://www.freepint.com/go/b24108">http://www.freepint.com/go/b24108</a>?

Are you aware of statistics on the UK household furniture luxury goods market <a href="http://www.freepint.com/go/b24048">http://www.freepint.com/go/b24048</a> or the number (rather than value) of cross border transactions either by nation or internationally <a href="http://www.freepint.com/go/b24120">http://www.freepint.com/go/b24120</a>? Anyone run a survey in a staff magazine <a href="http://www.freepint.com/go/b24106">http://www.freepint.com/go/b24106</a> or could you find out when the term 'Corporate Governance' was first used <a href="http://www.freepint.com/go/b24314">http://www.freepint.com/go/b24314</a>?

Finally, there were some useful tips for Webmasters and users about avoiding right-hand truncation when printing pages <a href="http://www.freepint.com/go/b23770">http://www.freepint.com/go/b23770</a>.

The FreePint Bar is where you can get help with your tricky research questions, for free! <www.freepint.com/bar>

Help with study for information-related courses is available at the FreePint Student Bar <www.freepint.com/student>.

Twice-weekly email digests of the latest postings can be requested at <www.freepint.com/member>.

#### **TIPS ARTICLE**

<a href="http://www.freepint.com/issues/260603.htm#tips">http://www.freepint.com/issues/260603.htm#tips</a>

By way of introduction, I am a Library Assistant

to the Tax Law department at Norton Rose

#### "Taxation Law Resources Online - Tax Doesn't Have to be Taxing" By Jonathan Crowhurst



Jonathan Crowhurst is a Tax and Competition Law Library assistant at Norton Rose. He is going to City University in October 2003 to read an MSc in Library and Information Studies, Jonathan graduated from the University of Leicester in 1998 with a first class degree in Ancient History and Archaeology and worked in market research and insurance before deciding to become an information professional last year. He eniovs reenactment, history and genealogy - amongst other things - in his spare time. Solicitors in London <a href="http://www.nortonrose.com/">
<a href="http://www.nortonrose.com/">
<a href="http://www.nortonrose.com/">
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#### **Taxation Online**

the end of this article.

#### The Law

Tax law is created by the legislation of national governments and for the European Community Member States, the European Parliament.

The UK Parliament debates tax legislation in the Commons and the Lords. These debates are published in Hansard

<a href="http://www.parliament.uk/hansard/hansard.cfm">http://www.parliament.uk/hansard/hansard.cfm</a>
<a href="http://www.parliament.uk/parliamentary\_comm">http://www.parliament.uk/parliamentary\_comm</a>
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<a href="https://www.parliament.uk/parliamentary\_comm">https://www.parliament.uk/parliament.

The European Commission deals with community tax issues and there is a specific Directorate for Taxation at <a href="http://europa.eu.int/comm/taxation\_customs/w">http://europa.eu.int/comm/taxation\_customs/w</a> hatsnew.htm>.

In the US, Congress works in a broadly similar way to the UK system and the Library of Congress provides access to US legislation on tax, such as the recent Sarbanes-Oxley Act <a href="http://thomas.loc.gov/">http://thomas.loc.gov/>.

## **UK Government Departments**

The main government department in the UK dealing with taxation collection and implementing legislation on Tax, National Insurance and so on, is the Inland Revenue

<a href="http://www.inlandrevenue.gov.uk/index.htm">http://www.inlandrevenue.gov.uk/index.htm</a>.

In the United States the Internal Revenue Service (IRS) <a href="http://www.irs.ustreas.gov/">http://www.irs.ustreas.gov/</a> performs a similar function.

The Inland Revenue's web site has a number of really useful features which I refer to frequently when dealing with information requests from fee-earners. However, unless you know what you are looking for it is probably best to start with their A-Z site index, which is easy to scroll through <a href="http://www.inlandrevenue.gov.uk/nav/index.ht">http://www.inlandrevenue.gov.uk/nav/index.ht</a> m>. For professional users of the site, the practitioners area contains a lot of useful guidance including inspectors manuals, recent

legislation and statistics

<a href="http://www.inlandrevenue.gov.uk/menus/practitioners.htm">http://www.inlandrevenue.gov.uk/menus/practitioners.htm</a>. The press releases page is very useful and the archive can be searched from 1998

<a href="http://www.gnn.gov.uk/gnn/national.nsf/9ddbc45f958c5511802565f40075e4d6/406c3ef1b81db7c780256caf004bba11?OpenDocument">http://www.gnn.gov.uk/gnn/national.nsf/9ddbc45f958c5511802565f40075e4d6/406c3ef1b81db7c780256caf004bba11?OpenDocument</a>.

Each spring, the Budget microsite is heavily used - this year's is at

<a href="http://www.inlandrevenue.gov.uk/budget2003/index.htm">http://www.inlandrevenue.gov.uk/budget2003/index.htm</a>. The Revenue issues consultation documents

<a href="http://www.inlandrevenue.gov.uk/menus/consult.htm">http://www.inlandrevenue.gov.uk/menus/consult.htm</a> on dealing with specific areas, and the documents can be downloaded as PDFs. Inland Revenue booklets contain clear guidance on various tax and national insurance issues, so we frequently order the latest versions from their publications catalogue

<a href="http://www.inlandrevenue.gov.uk/leaflets/index">http://www.inlandrevenue.gov.uk/leaflets/index</a>.htm>.

HM Treasury is the department which sets the fiscal policy for the United Kingdom, delivering the government's objectives <a href="http://www.hm-">http://www.hm-</a> treasury.gov.uk/>. Again, the site map is probably the best place to go for an overview of where things are located <a href="http://www.hm-">http://www.hm-</a> treasury.gov.uk/sitemap.cfm?requesttimeout=12 00>. The press releases section, archived to 1997, is very informative about current policy and initiatives <a href="http://www.hm-">http://www.hm-</a> treasury.gov.uk/Newsroom\_and\_Speeches/newsr oom\_index.cfm>. The Budget for the past years to 2000 can be reviewed in detail and printed at <http://www.hmtreasury.gov.uk/budget/bud\_bud03/bud\_bud03 i ndex.cfm>. You can receive email alerts from this

The Treasury has also published a summary document about the Euro which details Mr Brown's five economic tests for entry and government policy on Euro entry <a href="http://www.hm-treasury.gov.uk/documents/the\_euro/euro\_index\_index.cfm">http://www.hm-treasury.gov.uk/documents/the\_euro/euro\_index\_index.cfm</a>.

Finally, HM Customs and Excise <a href="http://www.hmce.gov.uk/">http://www.hmce.gov.uk/</a> deals with VAT and Duties issues. It publishes Information Notices, VAT and non-VAT booklets which carry the force of law, and I visit their updates <a href="http://www.hmce.gov.uk/recent/index.htm">http://www.hmce.gov.uk/recent/index.htm</a> section every week to check on current policy and updates to VAT notices, etc.

#### **Tax Cases Online**

site for news releases.

Tax Cases dealt with by HM Customs and Excise Special Commissioners and the VAT Tribunals can be searched for on the Court Service web site

<a href="http://www.courtservice.gov.uk/">http://www.courtservice.gov.uk/</a>, while the European Court of Justice deals with cases that reach the European Court

<a href="http://curia.eu.int/en/index.htm">http://curia.eu.int/en/index.htm</a>. Here you can search for current case law of the Court of Justice (ECJ) or Court of First Instance (CFI)



## Related Free Pint links:

- 'Accountancy' articles in the FreePint Portal <a href="http://www.freepint.com/go/p1">http://www.freepint.com/go/p1</a>
- Post a message to the author, Jonathan Crowhurst, or suggest further resources at the FreePint Bar <a href="http://www.freepint.com/bar">http://www.freepint.com/bar</a>
- Read this article online, with activated hyperlinks
   http://www.freepint .com/issues/260603.h tm#feature>
- Access the entire archive of FreePint content http://www.freepint.c om/portal/content/

<a href="http://curia.eu.int/en/content/juris/index.htm">http://curia.eu.int/en/content/juris/index.htm</a> and view forthcoming cases at the Diary, which I check on a weekly basis

<a href="http://curia.eu.int/en/actu/calendriers/index.ht">http://curia.eu.int/en/actu/calendriers/index.ht</a>

#### **Published Legislation**

HMSO prints specific legislation on Tax, such as the annual Finance Bills - the legislation derived from each year's Budget, which are eventually given Royal Assent as Finance Acts - and other specific Acts of Parliament such as the recent Income Tax (Earnings and Pensions) Act 2003. These can be viewed and printed at <a href="http://www.hmso.gov.uk/">http://www.hmso.gov.uk/</a>. Statutory Instruments from 1987 can also be searched and printed

<a href="http://www.legislation.hmso.gov.uk/stat.htm">http://www.legislation.hmso.gov.uk/stat.htm</a>. You can follow the progress of a Bill through Parliament on this web site

<a href="http://www.parliament.uk/bills/bills.cfm">http://www.parliament.uk/bills/bills.cfm</a> and track its status during its reading. Parliament also publishes research papers before the second stage of a Bill's reading and those from 1998 onwards can be viewed online

<a href="http://www.parliament.uk/parliamentary\_public ations">http://www.parliament.uk/parliamentary\_public ations and archives/research papers.cfm>.</a>

#### **Professional Bodies**

The main ones for UK law are the Law Society <a href="http://www.lawsociety.org.uk/">http://www.lawsociety.org.uk/</a> and the Bar Council <a href="http://www.barcouncil.org.uk/">http://www.barcouncil.org.uk/</a>.

The Chartered Institute of Taxation (CIOT) <a href="http://www.tax.org.uk/">http://www.tax.org.uk/</a> and the Institute of Chartered Accountants for England and Wales (ICAEW) <a href="http://www.icaew.co.uk/">http://www.icaew.co.uk/</a> are the main professional bodies for tax technicians and accountants respectively. Both sites contain technical releases on accounting standards and professional practice. The CIOT has information on how to find a chartered tax adviser <a href="http://www.tax.org.uk/showarticle.pl?id=160&n=350">http://www.tax.org.uk/showarticle.pl?id=160&n=350</a>, as well as its other key role of putting forward its views to the UK government and

legislation <http://www.tax.org.uk/index.pl?section=89>. ICAEW has information on how to find an accountant

European parliament on existing and proposed

<a href="http://www.icaew.co.uk/index.cfm?AUB=TB2I\_11379,MNXI\_11379&route=11295,P,11379&tb5=1">http://www.icaew.co.uk/index.cfm?AUB=TB2I\_11379,MNXI\_11379&route=11295,P,11379&tb5=1">http://www.icaew.co.uk/index.cfm?AUB=TB2I\_1379,MNXI\_11379&route=11295,P,11379&tb5=11379,MNXI\_11379&route=11295,P,11379&tb5=11295,P,11295,P,11295,P,11295,P,11295,P,11295,P,11295,P,11295,P,11295,P,11295,P,11295,P,11295,P,11295,P,

<a href="http://www.asb.org.uk/about/index.html">http://www.asb.org.uk/about/index.html</a>, as well as comments on proposed government legislation

#### **Concluding remarks**

So, there is much available online for those researching tax law and practice. Many of the government web sites are worth perusing despite some of them being not too well designed or easy to navigate. Hopefully the sites I have identified here will help with tax law research - the information is out there if you know where to look.

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"Unstructured Information Management - Search Report from InfoSphere" Reviewed by Martin White

Don't be put off by the title of this review. The subtitle to this 110 page report is "An overview of the Enterprise Search, Text Analysis and Visualization Market" and if I were a lazy reviewer I'd stop at this point and recommend that any one involved in selecting a search engine or related product ought to buy a copy of this report at the earliest opportunity.

However, FreePint insist that they need 500 words for a review, so here are another 440. The report is published by the Swedish consultancy Infosphere AB <a href="http://www.infosphere.se">http://www.infosphere.se</a> and I doubt that you will have heard of them. The company offers risk and opportunity assessments, strategy consulting, knowledge technology consulting and political risk services. Infosphere is based in Stockholm and was founded in 1999 (the same year as my company, Intranet Focus - a good year!). The authors of this report, Magnus Stensmo and Mikael Thorson, both come from research groups at IBM working on retrieval and knowledge management, and it shows in the very high level of analysis that they provide on the technology of search, and on the search industry.

The report has three main sections. The first is an introduction to the problems of searching unstructured information, useful to give to managers who regard Google as the only search engine worth talking about. This is followed by an overview of the main functionalities of search, analysis, categorisation and visualization products, which is easy to understand by readers without a background in information science. In the final section, the authors profile 40 vendors of search, text analysis and visualisation software. Note, however, that this report is about enterprise search, and not public Web search.

For each company there is a very useful onepage summary that sets out the products and technology they offer, financial information and an over SWOT-style assessment of the vendor. There are also a number of comparison charts for the search and retrieval, information extraction, categorisation, clustering, taxonomy management and visualisation sectors.

There is simply no other source of this information. Even the major IT market analysts (such as Forrester and IDC) do not go into this level of detail. In addition, the report is well written, can be understood without any IT knowledge (the emphasis is on what the products do, not how they do it) and is elegant enough to be presented to a senior manager when the time comes to ask for budget. And the budget required for this report is 295 Euros or US\$325. The report can be ordered and downloaded as a PDF from the Infosphere Web site <a href="http://www.infosphere.se/extra/news/?module\_instance=2&id=31">http://www.infosphere.se/extra/news/?module\_instance=2&id=31>.</a>

To complement the report, the company has also set up a weblog at <a href="http://www.unstruct.org">http://www.unstruct.org</a> which, in effect, updates the report and also provides a forum for news and views on the unstructured information management market.

There are some missing vendors, notably Mondosoft and Isys-Odessey, and there is little discussion of multi-lingual retrieval. I would also like to have seen more on IT platform requirements. But these are small concerns and I have no hesitation in recommending this report to any organisation trying to make sense of enterprise search.

Read a sample section of this report and purchase it online at:

<a href="http://www.infosphere.se/extra/news/?module\_instance=2&id=31">http://www.infosphere.se/extra/news/?module\_instance=2&id=31></a>

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#### **FEATURE ARTICLE**

"Searching Free Trade Mark Databases on the Web" By Steve Van Dulken



Steve Van Dulken has been working as an information expert, specialising in patents, designs and trade marks, in the British Library in London since 1987. He is the author of several books including "Introduction to Patents Information", "Inventing the 19th Century", "Inventing the 20th Century" and a book coming out this autumn about inventions and the American Dream. The British Library contains the national collection of patents from over 40 countries as well as huge collections of books, journals, reports and conference proceedings in science and technology. Its intellectual property Web site is <a href="http://www.bl.uk/pat">http://www.bl.uk/pat</a> ents>.

There is a lot of advice on the Web about searching for patents, but relatively little for another form of intellectual property, trade marks. Numerous free databases and official gazettes are available on the Web, but the problem for many is knowing how to search them properly. The area is not as simple as it may seem. The searching possibilities vary wildly from country to country. Even the spelling varies: trade mark is British, trademark is American, trade-mark is Canadian.

A "broad brush" explanation (and national laws

#### What are Trade Marks?

will vary) is that trade marks are words, logos/shapes or combinations of them which indicate the origins of the goods (more recently for services and/or retailing). Rights to them for a country are given by patent offices within the 45 classes of the Nice Classification <a href="http://www.wipo.int/classifications/en/nice/abo">http://www.wipo.int/classifications/en/nice/abo</a> ut/index.html>, currently in its 8th edition. Applicants for rights must itemise activities for the mark within specified classes. This allows different proprietors to use the same mark in different activities and avoids confusion for the consumer. Hence the word Swan is used by many proprietors in different areas of activity. One country may register a mark to one company but another country may register it to another. There are limitations on permitted marks, including that they must not be for a common surname or a place name, or be descriptive. Many countries and organisations prohibit use of their insignia or initials, and "famous names" cannot be registered in many countries, such as St Michael in Britain. The presence of registered company names may

Common law countries such as Britain and the USA allow unregistered marks as well, the difference being that unregistered marks need elaborate proof that they are known in the industry before litigation can take place. Registered marks have R in a circle, while TM means either that they are unregistered or that the registration of rights is pending. Trade marks last forever if looked after properly: they continue to be used, renewal fees are paid, are clearly marked as such (in the USA), and do not become generic, like Hoover, thermos, escalator or aspirin. All these were registered as trade marks and have lost protection or may lose protection in the future. Local jurisdictions will vary in how they apply laws and regulations. Anyone seeking to register marks is strongly advised to use a trade mark agent or attorney.

also prevent marks being registered.

#### **Problems in Searching**

Searching may involve looking to see who the proprietor of a mark is, or if a mark already seems to be claimed, or to see what marks a proprietor holds. The results may appear to be simple and straightforward. A positive result for the first type may, perhaps, be trusted, but the latter are more doubtful, and are best left to the experts to ensure that a good search has been done. There are problems such as words sounding the same but spelt differently. Often searching the same mark or proprietor in

databases for different countries provides interesting results. Some databases allow phonetic searches, or to search for translations (e.g. "hello" in various languages can be searched for in the official US and Australian databases). Above all, if the mark seems available for use in one country it may not be available in others. There is no central database to search.

The British Library lists many databases and official gazettes

<a href="http://www.bl.uk/services/information/patents/tmlinks.html">html>, most of which are free. This includes some databases for domain names as some wish to apply for marks for them, although they may be excluded from registration (for example, the British Patent Office does not allow trade marks ending in .com). The databases will contain currently registered trade marks and may contain those pending registration and perhaps recently discontinued registrations.

All these sites can be searched by words within the trade marks but some cannot be searched by the shape. Suppose for example that you are looking for a trade mark, real or conjectured, that involves a leaping jaguar for cars. Clearly, if you cannot search by the image you will have problems, although sometimes using the word describing the image ("jaguar") will show such marks. Such non-verbal concepts, classified for such ideas as geometrical shapes, flowers, stars and so on may be classified by the codes of the Vienna Classification

<a href="http://www.wipo.int/classifications/en/vienna/a">http://www.wipo.int/classifications/en/vienna/a</a> bout/index.html>. Rainbows, for example, are coded as 1.15.1. The USA has a site, <a href="http://www.uspto.gov/tmdb/dscm/index.html">http://www.uspto.gov/tmdb/dscm/index.html</a>, which includes examples of how they use a version of this classification (often making it more detailed). Unless mentioned below it can be assumed that the sites mentioned do not allow searching by the Vienna Classification. It may be necessary to search other countries' Web sites or to pay on priced sites -- to identify marks associated with a particular country, as many will be registered across the world. Some trade marks, though, apparently defy searching by anything other than by proprietor: some countries permit trade marks for sounds, smells and even gestures.

#### **International Schemes**

Although national systems still survive, the Community Trade Mark is available to cover the EU as a unitary right, meaning that if any country objects then a mark is rejected. Its database <a href="http://oami.eu.int/search/trademark/la/en\_TM\_">http://oami.eu.int/search/trademark/la/en\_TM\_</a> search.cfm> is easy to use and is a good port of call for a new mark. It only began in 1996, so older marks will not be on it unless they are reregistered through it. This occurs when an old mark coming up for renewal is registered through the system to prevent having to pay fees to many different patent offices. The other major international scheme is the Madrid Agreement. This dates back to 1891 and is limited to those who are citizens, or residents, of member states. It is not unitary and so even if one patent office objects to a mark, it may be registered for other states in the scheme. Membership was



#### Related Free Pint links:

- 'Intellectual Property' articles in the FreePint Portal <a href="http://www.freepint">http://www.freepint</a> .com/go/p143>
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traditionally mainly continental Europe, but Britain joined the 1989 Protocol to the Agreement, and the USA looks like joining soon. This is important, as it limits the sort of material that you can expect to find. The database is found via guest access to the Search IPDL link on WIPO's page <a href="http://ipdl.wipo.int/en/">http://ipdl.wipo.int/en/</a>. It contains those in force or which have recently expired. Many more possibilities than with the Community database can be searched, including the Vienna Classification and the country of origin. The hit lists contain the images and applicant names and are easy to look through.

Many (but not all) national databases include these internationally registered marks on their databases, on the grounds that they can be used to protect marks within that country.

#### **National Databases**

Turning to national databases, the United Kingdom has several trade mark databases <a href="http://www.patent.gov.uk/tm/dbase/index.htm">http://www.patent.gov.uk/tm/dbase/index.htm</a>. In common with several countries, it records relevant entries in these international schemes. The numbers of such marks registered or applied for are preceded by an E (if Community) or M (Madrid Agreement Protocol). A major problem with the text database is that only the beginning of words can be searched. The shape of trade marks again cannot be searched for. An unusual and intriguing list is that of rejected marks, with half the fun guessing why they were rejected.

The sites mentioned above are free. France has the official (priced) IciMarques site <a href="http://www.icimarques.com/">http://www.icimarques.com/</a>. Germany has a free (but registration required) site which can be searched by Vienna. Many other European countries have (mostly free) sites. The Benelux trademark site <a href="http://register.bmb-bbm.org/SearchMaskMain.asp">http://register.bmb-bbm.org/SearchMaskMain.asp</a> doesn't only does not allow searching by the Vienna class: nor does it allow searching by the proprietor.

The United States has an official site, TESS <a href="http://www.uspto.gov/main/trademarks.htm">http://www.uspto.gov/main/trademarks.htm</a>. Numerous fields can be searched, including a more detailed version of the Vienna Classification, where 1.15.01 (rainbows) is expressed as 011501 in the "design code" field. Unfortunately the hit list merely displays words and not the images involved - so they all have to be trawled.

To complicate matters, the USA also has state trade marks. Canada has provincial trade marks as well as national trade marks, which can be searched by Vienna Classification

<a href="http://strategis.ic.gc.ca/cipo/trademarks/searce.ca/cipo/trademarks/s

<a href="http://strategis.ic.gc.ca/cipo/trademarks/search/tmSearch.do">http://strategis.ic.gc.ca/cipo/trademarks/search/tmSearch.do</a>. This database contains marks registered from 1979 (even if later dropped) and so may be useful for searches for relatively old marks. Australia

<a href="http://pericles.ipaustralia.gov.au/atmoss/falcon.application\_start">http://pericles.ipaustralia.gov.au/atmoss/falcon.application\_start</a> also allows searching by the kind of image, but using its own terminology, such as 'BIRDS: OWLS'.

Much trade mark litigation is also on the Web, and again the British Library lists those it knows of at (with legislation) <a href="http://www.bl.uk/services/information/patents/tmlinks.html#leg">http://www.bl.uk/services/information/patents/tmlinks.html#leg</a>. Manuals for trade mark applicants are also available there as the following category.

The sheer number of databases that can be checked is bewildering. Not everything is available online, and certainly not for free. Many priced vendors offer databases. When it comes down to it though, the experienced searcher will do a much better job than the novice in many cases.

#### **GOLD**

In June 2002, Tim Houghton wrote an introductory article on usability sources. If you are looking to work in International Development, Darren Jones' feature could be a good starting point.

 FreePint No.114 13th June 2002. "Web Site Usability Resources" and "War & Peace, Famine & Disaster - Finding Work in International Development"

http://www.freepint.com/issues/130602.htm

Alison McNab's article two years ago broadly covered forthcoming conferences, publicising and planning them. Also in Issue 89, dyslexia was a topic, with a look at definition, recognition, employment and useful sites.

 FreePint No.89, 7th June 2001. "Conference Information and the Internet" and "Dyslexia Resources"

http://www.freepint.com/issues/070601.htm

In 2000, Samantha Crown and Howard Knight provided a general introduction to the UK insurance industry. Chris Sherman's informative article unwrapped the mysteries of the 'Invisible Web'.

• FreePint No.64, 8th June 2000. "Understanding Insurance" and "The Invisible Web" http://www.freepint.com/issues/080600.htm

Four years ago, free weather information was covered by Anne Ku. Arthur Weiss looked at the progression of search tools in five years.

• FreePint No.40, 10th June 1999. "Weather Sources on the Web" and "Searching for Mammon - Search engine business models" http://www.freepint.com/issues/100699.htm

Marketing your Website, by Steve Cartwright, and running surveys on the Net, by William Hann, were the two topics covered in FreePint Issue 16.

• FreePint No.16, 11th June 1998. "Web Site Marketing - How do they do that?" and "How to run a survey on the Net" http://www.freepint.com/issues/110698.htm

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