MARCARIA.com
SM NETWORK

TRADEMARK COMPREHENSIVE STUDY – UNITED STATES

March 29, 2012

Trademark: **BIKESTREET**
Class: 12

Registration Probability: More than 75%

1. OPTIMAL PROTECTION

Based on your description a Trademark Search has been performed before the Trademark Office of United States and the World Intellectual Property Organization (WIPO) in class 12.

2. TRADEMARK SEARCH

2.1 SEARCH BEFORE THE TRADEMARK OFFICE OF UNITED STATES

A) Search by identity

The search has not disclosed any identical trademark to the denomination BIKESTREET in the studied class.

B) Search by similarity

The search has disclosed no similar trademarks to the denomination BIKESTREET in the studied class.

2.2 SEARCH BEFORE THE WORLD INTELLECTUAL PROPERTY ORGANIZATION (WIPO)

A) Search by identity

The search has not disclosed any identical trademark to the denomination BIKESTREET in the studied class.

B) Search by similarity

The search has disclosed one similar trademark to the denomination BIKESTREET in the studied class. The similar trademark is:

Trademark	Process Number	Class	Trademark Owner
BAKER STREET	1087999	12, 28	BAYERISCHE MOTOREN WERKE AKTIENGESELLSCHAFT

3. ANALYSIS AND RECOMMENDATION

The study has revealed no significantly similar trademarks to the one proposed in the studied class.

Taking into account these searches, the estimated probability of successful trademark registration is:

Class 12 – more than 75% therefore we recommend applying for registration.

If you decide to apply for registration, we recommend the incorporation of a logo to the proposed denomination so it might acquire a greater degree of distinctiveness.

Very truly yours,

Marcaria.com – United States
www.marcaria.com

Notes:
- We recommend applying for the registry when the probabilities of acceptation are higher than 50%.
- Our recommendation is based in trademark searches and our experience. In no way do we imply that no objections from the Trademark Office or oppositions from third parties will arise.

- The search shows the information published within the databases of the different Official Organizations at the date of issuance of this report.
- Estimation of granting probabilities:
        More than 90%: When there is full certainty on the possibility of registration.
        More than 75%: When there are good chances of registration.
        More than 50%: When there are chances of registration, but there also is a possibility of facing obstacles (for example: objections).
        Less than 50%: When the registration process is expected to be difficult.
        Less than 25%: When there are no chances of registration.