

eMAGE - retrieving trademark images by pattern recognition  
Ágnes Vadász [vadasz@hpo.hu](mailto:vadasz@hpo.hu)  
Hungarian Patent Office

Finding similar images is crucial point in discovering existing trademarks, obtaining or enforcing trademark protection. The main goal of eMAGE service is to facilitate trademark image search and among others intensify fighting against illegal copying of existing image marks (logos), and industrial designs.

The eMAGE database contains Austrian, French, Hungarian and Portuguese national, community and international (Madrid Agreement and Protocol) trademarks and industrial designs.

Information retrieval in eMAGE database requires the following steps:

1. Set data collections you would like to search
2. Key in natural language search expressions of the product protected by a trademark (e.g. wine) and give description of the logo itself (e.g. maltese cross)
3. Optimize search for shape, color or both of the logo by setting image parameters
4. Upload the image you would like to find similar ones and press the Search button.  
(See picture of the Hungarian version.)

eMAGE service gives you a hit list of similar images more or less ranked in order of relevance by means of pattern recognition. Bibliographical data are also available.

eMAGE service was developed by a 7 member consortium including the Hungarian Patent Office and was supported by the EU in the framework of the e-Content Program. The web-based service can play significant role in identifying counterfeited products. therefore customs, antifraud services, SMEs and professionals in the field of intellectual property protection can be anticipated as potential users of the service.

eMARKS project starting in the year 2007 aims market validation and preparing business plan of the eMAGE service in the framework of the eTEN Program.