No more endless searching
Find consumer brand information quickly and easily with this powerful database
This release of Brands and Their Companies (BTC) corresponds to the 17th edition and the 17th edition Supplement, both published in 1997. BTC is a comprehensive listing of more than 365,000 consumer-oriented brands. This database contains many trademarks that are not registered with the U.S. Patent Office (PTO); therefore, they are difficult to find elsewhere. It also provides historical information, indicating companies that are out of business, brands that are no longer in production and brands that are now considered to be generic.

Applications
Public and academic librarians, library patrons, businesspeople and staff at nonprofit associations will use this database to:
- Research the ownership of a particular brand name
- Determine all the brands owned by a particular company
- Find all the products that share a brand name
- Find all the brand names for a specific type of product

Benefits
- Faster access and easier navigation of content
- Allows for searching of groups of companies and/or brand names by location, description, SIC (Standard Industrial Classification) and Patent Trademark Office (PTO) codes
- Leasing data with access via the Internet involves less maintenance, less infrastructure and allows you to more easily adapt your collection to changing curricular or budgetary demands. Runs on any Internet-capable computer

Coverage
- Information on nearly 375,000 brand names and 80,000 companies
- Contains many trademarks that are not registered with the U.S. Patent Office (PTO)
- Includes brand names that are no longer being produced, as well as those that have become generic
- Entries include the corresponding SIC (Standard Industry Classification) and PTO codes not available in the print product
- Provides historical information and indicates companies that are out of business

Updates
Brands and Their Companies will be updated and expanded annually. It will grow by about 20,000 brand names each year.
Searching *Brands and Their Companies* on the Internet

- Search by brand name or company name
- Search by location of company
- Find a brand by its SIC (Standard Industrial Classification) or PTO Patent Trademark Office) codes
- Use custom or expert searching to meet more specific criteria

Enter the brand name you are seeking

Choose an item from the list and a new screen appears with company information