

Brands and Their Companies



No more endless searching — find consumer brand information quickly and easily with this powerful database

This release of *Brands and Their Companies* corresponds to the 18th edition and the 18th edition *Supplement*, both published in 1998. *Brands and Their Companies* 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

With the vast number of consumer products available today, finding up-to-date, accurate information about domestic brands and trade names is a challenge. Researchers will find their work made easy with these helpful *Brands and Their Companies* 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

What you'll find

Entries in the *Brands and Their Companies* database may include:

- Brand name — the brand name of a given product manufactured or distributed by the company. Includes a brief product description for each brand
- Standard Industrial Classification (SIC) Code — the four digit code and corresponding official description for the listed product
- Patent Trademark Office (PTO) Code — the 2-digit code and corresponding official description for the listed product
- Company name, address and contact numbers — the company name, along with its address, telephone number, toll-free number, fax number, e-mail address and URL (World Wide Web homepage)

Targeted research begins with *Brands and Their Companies*

Updates

Brands and Their Companies will be updated and expanded annually. It will grow by about 20,000 brand names each year.

Availability

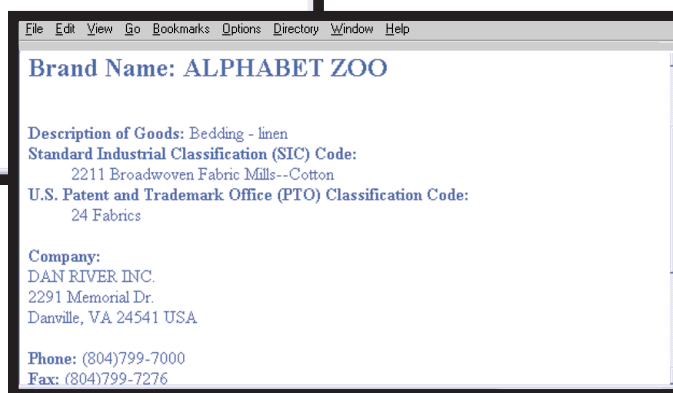
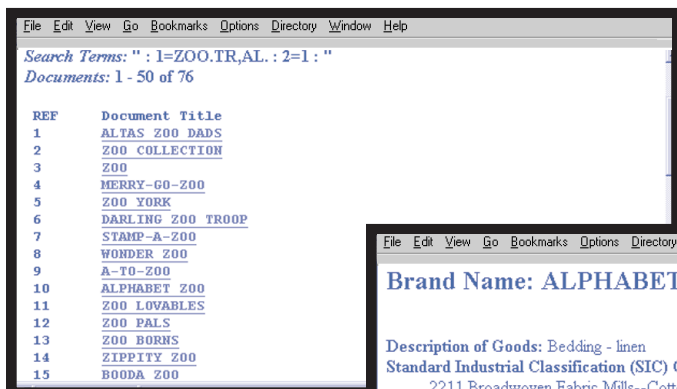
Brands and Their Companies is available via subscription through The Gale Group's online reference service, GaleNet. To further explore *Brands and Their Companies*, go to www.galegroup.com. For additional product or pricing information, call your Gale Group Representative at 1-800-877-GALE.



▲ Search by brand name, company name or 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 magnetic tape, etc.)



▲ Enter the brand name you are seeking



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

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