



Customer Case Study: Trek Bicycle Corporation

Trek Bicycle Corporation saves time and money in managing its trademarks with MapWise Trademark Asset Management software.

“With MapWise software, we have on demand accurate real-time information, saving us time and money. MapWise dynamic mapping enables us to do periodic audits so that we are armed and ready for infringers.”

—Amy Davison, Attorney Trek Bicycle Corporation

PROBLEMS SOLVED

- Give visual reports to executives
- Access real-time information
- Control quality of trademark data
- Quickly generate reports

Trek Bicycle Corporation is the United State’s largest bicycle manufacturer distributing bicycles and cycling products under the TREK, GARY FISHER, BONTRAGER, and KLEIN brands through a network of over 1,700 independent bicycle dealers across the U.S. and Canada. Trek products are available through subsidiary offices in Europe and Asia and distributors in 90 countries worldwide. Trek is headquartered in Waterloo, Wisconsin.

Trek’s legal department is charged with protecting its valuable brands. One of the most powerful weapons in its arsenal is a global inventory of trademarks. MapWise software gives Trek the information it needs so that it can better protect its corporate brands.

“If someone is infringing our brand, MapWise shows me instantly if we have the necessary registration to shut down the counterfeiter.”

Managing trademarks requires maintaining detailed information, tracking deadlines, and updating it over time. MapWise' intuitive search interface gives Trek's legal department a way to find what it needs to know and immediately convert that information into a report.

"I can drill down with a few clicks of a mouse. I see what I need to know, and can make a decision immediately."

"I can respond to an individual request in 2 minutes. Before, I would have to block off an afternoon to deal with multiple requests."

Control of the quality of trademark data is critical. Omissions or corrupt data jeopardize retention of valuable trademark rights.

MapWise data quality rules flag errors so that Trek can monitor the quality of its data on an ongoing basis.

"Because of control of over data entry, searching and reporting are much more efficient. It could take an entire afternoon just to run a simple report because of all the errors without data controls in place. Now it takes a few minutes because I have confidence in the accuracy of the data"

On demand deadline information reduces reliance on outside counsel.

"MapWise helps me reduce outside counsel fees because I can run a deadline report and rely on it. Inevitably that saves me money, especially in foreign countries in which I don't have access to renewal information on-line and have to go through a foreign associate."

MapWise Software, LLC brings visualization to trademark management, giving corporations a world view of where their brands are legally protected. With its intuitive interfaces, MapWise helps corporations efficiently and reliably manage their valuable trademark assets.

For information, contact: customercare@mapwisesoftware.com.