



NUANS® SUBSCRIBER KIT

SERVICES OVERVIEW

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1. NUANS Products

NUANS has several product offerings to assist both the Corporate and Trade-mark communities for searching. These products are the following:

NUANS[®] – NUANS is an automated search system for searching both Corporate Names and Trade-marks.

NUANS Preliminary-Search System – The NUANS Preliminary-Search System, also known as the NUANS Pre-Search System is an online database copy of the entire Canadian NUANS search base including Trade-marks.

Trade-mark Surveillance Reports – Is a weekly report of advertised Trade-marks for specific agents or agent codes.

2. Hewlett-Packard (Canada) Co.

Hewlett-Packard (Canada) Co. (HP) is responsible for the delivery of outsourcing services to HP customers. The goal is to leverage HP's business and technology infrastructure to help clients meet their business objectives, which clearly shows dedication to the services provided. HP has demonstrated its ongoing commitment to business growth as well as continued client satisfaction. Industry Canada and NUANS users alike can expect to benefit greatly from this organization.

3. NUANS Product Offerings

3.1 The NUANS Search System

NUANS is a computerized search system that compares a proposed corporate name or Trade-mark with a database of existing corporate bodies and Trade-marks. This comparison determines the similarity that exists between the proposed name/mark and existing names in the database, and produces a listing of names that are found to be most similar.

NUANS is a Registered Trade-mark of the Government of Canada. The software and the data are the sole property of Industry Canada. Hewlett-Packard (Canada) Co. was awarded the licence to run the NUANS system for Industry Canada. Our mandate includes the day-to-day operation of the NUANS system, system maintenance, data base update, and the marketing of the NUANS system on behalf of the Federal Government.

3.2 The Goals Which NUANS is Designed to Meet

- a) Quality** To cite all names that conflict with the proposed name in a concise, easily readable report format.

- b) Economy** To minimize the time and effort required by searching staff, in performing the name check function, therefore optimizing the use of computer resources required in a name search.

- c) Consistency** To produce reports, upon which name granting decisions can be made, that are of equally high quality for all names searched, without the dangers of human subjectivity.

- d) Flexibility** To be flexible enough to accommodate the various differences between jurisdictions in legislation concerning the name checking and name granting process. NUANS is currently in use in jurisdictions where name searching is totally privatized, partially privatized or still totally under control of the corporate administrator.

3.3 The Search "Strategies" Used in NUANS

The NUANS approach is to automate the name searching function by having a program with enough "intelligence" to consider all possible criteria for confusion between proposed and existing names.

In simple terms, NUANS is a large computer program utilizing certain tools to provide a complete search for all types of name formulations. There are certain programs performing the phonetic searching process, and others which do more direct searching dependent on the length of the words. There is a NUANS Dictionary, which is composed of descriptive words, a synonym table, and there are also ways for the user to specify specific spellings when inputting a name to be searched.

3.4 The NUANS Search Reports

The following search Report Options are available to the Private Sector:

- 1) Federal Corporate name report plus Trade-mark report
- 2) Federal Corporate name report plus Trade-mark report – Expedited
- 3) Ontario Corporate name report plus Trade-mark report
- 4) Ontario Corporate name report plus Trade-mark report – Expedited
- 5) Alberta Corporate name report plus Trade-mark report
- 6) Alberta Corporate name report plus Trade-mark report – Expedited
- 7) Alberta Business name report plus Trade-mark report
- 8) Alberta Business name report plus Trade-mark report – Expedited
- 9) Alberta and British Columbia name inquiry report
- 10) Alberta and British Columbia name inquiry report – Expedited
- 11) British Columbia Corporate name inquiry report
- 12) Prince Edward Island Corporate name report plus Trade-mark report
- 13) New Brunswick Corporate name report plus Trade-mark report
- 14) New Brunswick Corporate name report plus Trade-mark report – Expedited
- 15) Nova Scotia Corporate name report plus Trade-mark report
- 16) Federal Trade-mark report
- 17) Federal Trade-mark report plus Federal Corporate name report
- 18) Extended Trade-mark report
- 19) Trade name report
- 20) Trade name report (long version)
- 21) Western Inquiry name inquiry report
- 22) Western Inquiry name inquiry report – Expedited

Please note: In order to be accredited for Alberta search reports, NUANS clients must complete an Alberta training session provided by the Alberta government.

3.5 NUANS Trade-mark Surveillance Reports

This weekly report will cite the new Application being searched with the full wares and services description, eliminating the need to refer to the journal or an online system for details on incoming marks. Each report summarizes the marks being searched, and itemizes the marks which failed to cite any hits for a specific agent or agent codes.

4. Equipment Required

The NUANS system can be accessed through the Internet at www.nuans.com using your own Internet Service Provider.

The suggested Internet Web browser software for Microsoft based operating systems is either Microsoft Internet Explorer 7.0, or Mozilla's Firefox 3.0. If you have questions about setting up your equipment to communicate with the NUANS system, please feel free to call the NUANS Help Centre at 1 888 81-NUANS or 1 888 816-8267.

5. NUANS Training

A NUANS Online training course is provided at no charge from the NUANS Web site. Please see the cover letter for important information regarding the 1-day course provided by the Alberta Government for anyone wishing to do Alberta searches.

The initial NUANS overview is conducted by telephone with users, where they are provided their Mnemonic Code, User Password & access to the NUANS Online Training Course. The training course is interactive, self-paced and is user friendly. The NUANS Group periodically updates the online course as needed, in order to inform users of new products and features as they are developed.

6. Client Subscription Fee

There is a one-time initial account set-up fee for all new customers, which is charged on your first NUANS invoice.

7. User Documentation

A NUANS User Manual is provided online in both HTML and PDF formats for clients to view or download as required. Corporate names and Trade-mark regulations and policy information may be obtained from the various Government jurisdictions endorsing NUANS.

8. Toll-Free NUANS Support

The NUANS Help Centre has the toll-free number 1 888 816-8267 or 1 888 81-NUANS, for supporting all of its product offerings. Our normal office hours are from 7:00 a.m. to 8:00 p.m. (Eastern Standard Time)

9. How to Subscribe and become a NUANS Member

If after reading all of the information included in the subscriber kit, and you wish to become a NUANS Member, simply forward two signed copies of the NUANS Services Contract, along with the completed NUANS Application Form and Credit Card Authorization Form.

Please forward all of the material to the attention of:

**NUANS Administrator
Hewlett-Packard (Canada) Co.
2500 Solandt Rd.
Kanata, ON K2K 3G5**

Upon satisfactory completion of the above steps, your account will be installed. You will then be contacted promptly by a NUANS Agent in order to provide you with your NUANS account password, mnemonic and to start you on an initial online training session.