

Brands and Their Companies

FILE DESCRIPTION

The **Brands and Their Companies** database is a directory of over 365,000 consumer brand names and their owners or distributors, and corresponds to the Gale print publication *Brands and Their Companies*. Each record provides a trade name, a brief product description and company name, and may contain the company address, telephone number of the manufacturer, distributor, or importer. Approximately half of the trade names have been supplied by the companies themselves, providing information generally not available in other sources. If the source is not listed in a record, the information was provided directly by the company. Many of the trade names in the database are not registered, but may be protected by common law usage.

The database is designed to assist in various applications, such as determining if a trade name is in use, naming new products, identifying and tracking competitors, and locating specific product manufacturers. The Rotated Trade Name index (TR=) permits specification of the position of a particular character string -- beginning, ending, or mid-word. This index and the Goods/Services Description index (GS=) have been included to make it easy to include Brands and Their Companies as part of a multiple-file OneSearch® session with DIALOG trademark databases.

SOURCES

Corresponds to the Gale print publication *Brands and Their Companies*

TIPS

USE FILE 116

to locate product manufacturers, to determine brand/trade names in use, and to assist in new product naming.

USE GS=

to determine the Goods and Services assignment of a particular trade name.

DIALOG FILE DATA

Inclusive Dates: Current

Update Frequency: Annual Reload

File Size: 365,847 records as of October 2009

CONTACT

Brands and Their Companies is compiled by Gale, a part of Cengage Learning. Questions regarding Electronic Search Assistance should be directed to:

Gale, a part of Cengage Learning

Electronic Search Assistance

27500 Drake Road

Farmington Hills, MI 48331-3535

Phone: 1-800-877-4253, press 5 (USA & Canada)

E-Mail: gale.contentQA@cengage.com

Questions regarding Technical Support should be directed to:

Gale, a part of Cengage Learning

Technical Support

27500 Drake Road

Farmington Hills, MI 48331-3535

Phone: 1-800-877-4253, press 4

Fax: 800-676-2345

E-Mail: gale.technicalsupport@cengage.com

SAMPLE RECORD

DIALOG(R)File 116:Brands & Their Companies
 (c) 2009 Gale/Cengage. All rts. reserv.

09941435

/TN,TN= TRADE NAME: GEN-A-COAT

/DE,SC= SIC Code: 2834 - Pharmaceutical Preparations
 DESCRIPTION: Veterinary pharmaceutical preparations
 INDUSTRY SIC CODE: 2834
 INDUSTRY SIC DESCRIPTION: Pharmaceutical Preparations

/CO,CO= COMPANY:
 NICKERS INTERNATIONAL LTD.
 12 Schubert St.
 PO Box 50066
 Staten Island, NY 10305 USA

CY,ST=,ZP=,CN= Telephone: (718)448-6283
TE= Toll-Free: 800-642-5377
 Fax: (718)448-6298
 Email: orders-info@nickint.com teresa@nickint.com
 URL: http://www.nickint.com

IN,IC= INDUSTRY: Pharmaceuticals (05)

Example Display of Rotated Trade Name:

T 09941435/TR

09941435/TR

DIALOG(R)File 116:(c) 2009 Gale/Cengage. All rts. reserv.

Trade Name (rotated): GENACOAT@; ENACOAT@G;
 NACOAT@GE; ACOAT@GEN; COAT@GENA; OAT@GENAC; AT@GENACO; _ T@GENACOA

SEARCH OPTIONS

BASIC INDEX

SEARCH SUFFIX	DISPLAY CODE	REPORT (FIELD LENGTH)	FIELD NAME	INDEXING	SELECT EXAMPLES
—	—	—	All Basic Index Fields	Word	S PHARMACEUTICAL?
/CO	CO	CO (32)	Company Name ^{1,2}	Word	S NICKERS(W)INTERNATIONAL/CO
/DE	DE	—	Goods/Services Description	Word	S PHARMACEUTICAL(W)PREPARATIONS/DE
/TN	TN	TN (30)	Brand/Trade Name ^{1,3}	Word	S GEN(1W)COAT/TN

¹ Searchable in the Basic Index and in the Additional Indexes.

³ Includes alternate/former trade names.

² Includes company divisions.

ADDITIONAL INDEXES

SEARCH PREFIX	DISPLAY CODE	REPORT (FIELD LENGTH)	FIELD NAME	INDEXING	SELECT EXAMPLES
—	AD	—	Address		
—	AZ	—	DIALOG Accession Number		
CN=	CN	—	Country Name	Phrase	S CN=USA
CO=	CO	CO (32)	Company Name ²	Phrase	S CO=NICKERS INTERNATIONAL?
CY=	CY	CY (35)	City	Phrase	S CY=STATEN ISLAND
ET=	TN	—	Exact Brand/Trade Name	Phrase	S ET=GEN-A-COAT
GS=	GS	—	Goods/Services Description	Word	S GS=VETERINARY?
IC=	IC	—	Industry Code	Phrase	S IC=05
IN=	IN	—	Industry Name	Word & Phrase	S IN=PHARMACEUTICALS S IN=PAPER GOODS?
—	OB	—	Company "Out of Business" Note		
SC=	SC	SC (6)	Standard Industrial Classification (SIC) Code	Phrase	S SC=2834
ST=	ST	ST (10)	State/Province/Territory	Phrase	S ST=NY
TE=	TE	TE (14)	Telephone Area Code	Phrase	S TE=718
TN=	TN	TN (30)	Brand/Trade Name ^{1,3,4}	Phrase	S TN=GEN-A-COAT
TR=	TR	—	Rotated Trade Name ^{3,5,6}	Word	End of word: S TR=SPLIT@? Word fragment: S TR=ACCU?
ZP=	ZP	ZP (12)	Zip code or Postal code	Phrase	S ZP=10305

⁴ Phrase entries are also rotated. e.g. S TR="A!@HOSANN"?, S TR=HOSANNA?

⁶ Proximity operators (W) or (N) cannot be used with the TR= prefix.

⁵ Word or character string must always end with a question mark (?).

SPECIAL FEATURES

For command descriptions, enter HELP SORT, HELP RANK online.

SORT	CN, CO, CY, ST, TN, ZP	SORT S13/ALL/CO/ST PRINT S5/5/1-24/TN
RANK	All phrase- and numeric-indexed fields in the Additional Indexes can be ranked. Other RANK codes include: CO, TN	RANK CO S3

PREDEFINED FORMAT OPTIONS

NO.	DIALOGWEB FORMAT	RECORD CONTENT
1	--	DIALOG Accession Number
2	--	Trade Name, Company, and Goods/Services Description
3	Medium	Trade Name and Goods/Services Description
5	--	Full Record
6	--	Trade Name
7	Long	Trade Name and Company
8	Short	Trade Name and Goods/Services Description
9	Full	Full Record
K	--	KWIC (Key Word In Context) displays a window of text; may be used alone or with other formats

OTHER OUTPUT OPTIONS

For an explanation, enter HELP TYPE, HELP REPORT, HELP UDF, HELP TAG online.

REPORT	Output can be displayed in table format. REPORT codes with field lengths in parentheses are listed in the Search Options tables. Default table width is 72 characters; use SET H 132 to set maximum table width.	REPORT S2/CO,TN/ALL
USER DEFINED FORMATS	Output may be specified using the display codes indicated in the Search Options tables.	TYPE S3/TN,CO/1-5
TAG	TAG may be used for tagged fields.	TYPE S2/3/1-5 TAG
DIRECT RECORD ACCESS	DIALOG Accession Number	TYPE 09999904/5 DISPLAY 09999972/CO,AD PRINT 09998769/5

FOR ONLINE HELP:

See HELP FIELDS 116 for searchable fields; HELP FORMAT 116 for output formats; HELP LIMIT 116 for limits; HELP RATES 116 for cost information; HELP SORT 116 for sorts.