



## FOR IMMEDIATE RELEASE

### **TrademarkNow, Legal Technology Startup With Artificial Intelligence-Driven Trademark Lifecycle Management Software, Opens New Office in Kilkenny, Ireland**

HELSINKI, Finland and KILKENNY, Ireland, March 5, 2015 – TrademarkNow®, a Helsinki-based legal technology startup that applies artificial intelligence and machine learning to streamline and improve trademark searching and watching, today announced the opening of a new office in Kilkenny, Ireland. The new Irish office further expands the company's international presence, which includes TrademarkNow's Helsinki headquarters and offices in New York City and Luxemburg.

The growth of TrademarkNow has been driven by the rapid adoption of the company's intelligent, innovative software. Founded in 2012, TrademarkNow has fulfilled an unmet need in the trademark management space felt by in-house enterprise legal teams, law firms and branding agencies around the world. In 2014, TrademarkNow's customer growth increased 167 percent, led by such new clients as Carlsberg Group and Design Bridge, who joined the strong base of existing TrademarkNow users including gaming giant Rovio and top-ten pharmaceutical company F. Hoffmann-La Roche AG. That growth, together with TrademarkNow's Series A funding of \$3.5 million, led by Balderton Capital, one of the largest venture capital firms in Europe, drove the company's expansion and the need for additional offices and personnel.

After evaluating several Irish cities, TrademarkNow chose Kilkenny, known as "The Friendliest City in Europe", as the location for their new office, which will house their business development, sales and account management teams. The Kilkenny Chamber of Commerce and Local Enterprise Office (LEO) worked hand-in-hand with TrademarkNow to evaluate the location and ensure a smooth and successful opening of the new Kilkenny office.

"TrademarkNow is a great example of the type of company that we believe will be the future of Kilkenny's information management workforce," said John Hurley, CEO of the Kilkenny Chamber of Commerce. "We're building on the rich, proud tradition of Kilkenny and its hard-working citizens, and we're very excited that a global software company like TrademarkNow has chosen Kilkenny for their new office. We welcome TrademarkNow and the positive impact this expansion will bring to our local economy."

The TrademarkNow office will be located in NewWorkJunction, a shared co-working space that offers the perfect amenities for TrademarkNow's new employees and also has the space to accommodate TrademarkNow as their Kilkenny office grows.

"Our growth has been driven by our unique technology that helps solve problems faced by trademark professionals every day," said Mikael Kolehmainen, TrademarkNow Co-founder and

CEO. “Our sales and marketing infrastructure are now in place and poised to fuel our growth even further. We are happy to add Kilkenny to our global roster of company office locations, and we look forward to years of growth and success here.”

### **About TrademarkNow**

TrademarkNow provides an intelligent web-based trademark management platform that is used by enterprise companies, law firms and branding agencies for instant trademark search and watch results. At its core is a unique artificial intelligence model of trademark law based on both explicit and intricate domain models of the law. Created by experts in trademark law and linguistics, our cutting-edge system also utilizes state-of-the-art machine-learning techniques to produce models that seamlessly take real-world complexities into account. While the underlying intelligence is complex, the platform’s intuitive design and simple user interface make it very easy to use. The result: faster, smarter trademark search, watch, and analysis.

[www.trademarknow.com](http://www.trademarknow.com)

For additional information, or to schedule an interview with TrademarkNow executives, please contact:

Jeff Rutherford

+1 413-475-0087

[press@trademarknow.com](mailto:press@trademarknow.com)

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