



FOR IMMEDIATE RELEASE

**TRADEMARKNOW WINS GOLD STEVIE® AWARD FOR COMPANY OF THE YEAR -
LEGAL IN 2015 INTERNATIONAL BUSINESS AWARDSSM**

TrademarkNow recognized for continued growth and innovation in the legal space

Helsinki, Finland – August 13, 2015 – TrademarkNow, a Helsinki-based legal technology company, was named the winner of the Gold Stevie® Award in the Company of the Year - Legal Category in the 12th Annual International Business Awards today.

TrademarkNow provides an intelligent, web-based, trademark management platform that is used by in-house legal teams, law firms and branding agencies around the globe for instant trademark search and watch results. At its core is a unique artificial intelligence based on both explicit and intricate domain models of trademark law.

Founded by an international trademark attorney who felt the pain first hand of managing trademarks using the old manual methods and archaic technology, TrademarkNow addresses a pervasive need in the market related to trademark clearing and protection. Mikael Kolehmainen, TrademarkNow Founder and CEO, started the company in 2012 and quickly assembled a stellar team including linguistics and artificial intelligence scholar Anna Ronkainen, TrademarkNow's chief scientist. The vision was to build a Software-as-a-Service (SaaS) platform to automate the manual tasks involved in trademark searching and watching, while adding a layer of intelligent analysis to the results.

The company's first commercial product, NameCheck™, a solution for instant comprehensive trademark searching, was launched in 2013. Its second product, NameWatch™, for trademark monitoring and protecting, followed in October 2014. Since that time, TrademarkNow has experienced rapid growth and has signed many prominent clients including Rovio, Carlsberg Group, Kohl's, Nokia, and others. In response to client growth and market reception to TrademarkNow's technology, TrademarkNow has expanded globally with offices in New York City and Kilkenny, Ireland.

“When I initially envisioned TrademarkNow, I knew that there was a definite market need that could be met if we could build the necessary technology to apply automation and artificial intelligence to trademark searching. We've worked hard to deliver on this vision since the company was founded. Our winning the Gold Stevie® Award for Company of the Year in the Legal category validates all of this effort and the value that our clients find

in utilizing our platform to help with their vital trademark legal research. We are very honored to receive this esteemed award,” Kolehmainen said.

The International Business Awards are the world’s premier business awards program. All individuals and organizations worldwide – public and private, for-profit and non-profit, large and small - are eligible to submit nominations. The 2015 IBAs received entries from more than 60 nations and territories.

More than 3,700 nominations from organizations of all sizes and in virtually every industry were submitted this year for consideration in a wide range of categories, including Company of the Year, Marketing Campaign of the Year, Best New Product or Service of the Year, Startup of the Year, Corporate Social Responsibility Program of the Year, and Executive of the Year, among others. TrademarkNow won in the Company of the Year – Legal category.

Stevie Award winners were determined by the average scores of more than 200 executives worldwide who participated in the judging process from May through early August.

Judges’ comments and feedback about TrademarkNow included:

“This is a great innovation which will make life easier and save money.”

“Taking the mundane and time consuming into a necessary efficiency.”

Nicknamed the Stevies for the Greek word for “crowned,” the awards will be presented to winners at a gala awards banquet at the Ritz-Carlton Hotel in Toronto, Canada on 23 October.

“The IBAs grow in stature and renown every year, and with that the number and quality of entries increases,” said Michael Gallagher, president and founder of the Stevie Awards. “This year’s judges were treated to more than 3,700 stories of success and achievement around the world. We thank the judges for their time and feedback, and we congratulate the Gold, Silver and Bronze Stevie winners whom we’ll celebrate in Toronto in October.”

Details about The International Business Awards and the lists of Stevie Award winners are available at www.StevieAwards.com/IBA.

About TrademarkNow

TrademarkNow provides an intelligent web-based trademark management platform that is used by in-house legal teams, 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

About the Stevie Awards

Stevie Awards are conferred in six programs: The International Business Awards, The American Business Awards, the Asia-Pacific Stevie Awards, the German Stevie Awards, the Stevie Awards for Women in Business, and the Stevie Awards for Sales & Customer Service. Honoring organizations of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about the Stevie Awards at www.StevieAwards.com.

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

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