



Ketch App Valuation Report



Trademark Online Valuation

INTRODUCTION.

KETCH is an web application used for estimating the dollar value of a trademark (the literal part) on the internet. KETCH performs the estimation by first converting the trademark into an online keyword, obtaining numerative data on the trademark, and determining an "L" value for the trademark. "L" values are proprietary to KETCH, and are used to narrow trademarks to a specific industry.

This valuation report presents the results of the estimation and provides analysis. This report is broken down into the sections Synopsis; Industry Overview; Valuation Variables; Valuation; Analysis. A Glossary is included.

DeWitty and Associates, Chtd. is a U.S.-based law firm, specializing in analyzing and protecting intellectual property rights including trademarks."

I. SYNOPSIS.

USD \$223,411.50

II. INDUSTRY OVERVIEW.

Professional, Scientific, and Technical Services - 541

III. VALUATION VARIABLES.

- Industry: **Professional, Scientific, and Technical Services - 541**
- Mark: **Activa**
- L value: **0.541666666666667**
- CPC: **0.54**
- Volume: **201000**
- CTR: **3.8**

Variables are defined in the Glossary.

IV. VALUATION.

Based upon the Valuation Variables, the mark **Activa** has been calculated to have an online valuation of **USD \$223,411.50**

To Help make the KETCH APP better, please perform our Survey. Thanks!
<https://dewittyip.limequery.com/331342?lang=en>

If you have questions about this report or the Trademark services offered by DeWitty and Associates, Chtd., please contact us at admin@dewittyip.com.