Europeantmdn news

Back to the Future

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Full steam ahead in Poland

Users take the lead

Europeantmdn news

November
2013

Europeantmdn news is edited by the Office for Harmonization in the Internal Market (OHIM) and is published every four months in 23 EU languages.

The newsletter is addressed to Europe's intellectual property community. It presents a review of the European Trade Mark and Design Network's drive to share best practice, harmonise working methods and remove barriers from business.

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Back to the Future

The Software Package is helping to redefine back-office systems across Europe's IP Offices

The future is now for the Cooperation Fund´s Software Package.

The Software Package´s projects run through nearly the entire lifecycle of trade marks and designs. A network of pilot offices is testing various parts of its four components: e-filing for trade marks, e-filing for designs, e-services and the Back Office.

The Package's ultimate goal is to improve efficiency and to enhance the end user experience. It´s the biggest and most complex project within the Fund - and it's steaming ahead across Europe.

The largest component is the Back Office project, which participating offices will use to process trade mark and design applications, and which is currently being piloted in Finland and Poland.

In fact, the Finnish Office has claimed another Cooperation Fund first by linking the Cooperation Fund e-filing to the pilot back office in a test environment.

The Back Office is above all a user-friendly tool, which helps national office staff to organise their work in a different way. When the OHIM developers and the national officer and user working group members sat down to design and create the tool, they came up with four core functionalities which would be at the heart of the Back Office system.

The Back Office is essentially a workflow-based system which allows each office to design its own workflow and create its own tasks. For example, it allows work to be shared between team members, who can work on tasks together or in parallel with each other.

It also streamlines the working process, by helping users to create and monitor correspondence with clients. Its auto completion system automatically fills in trade mark and design data into letters.
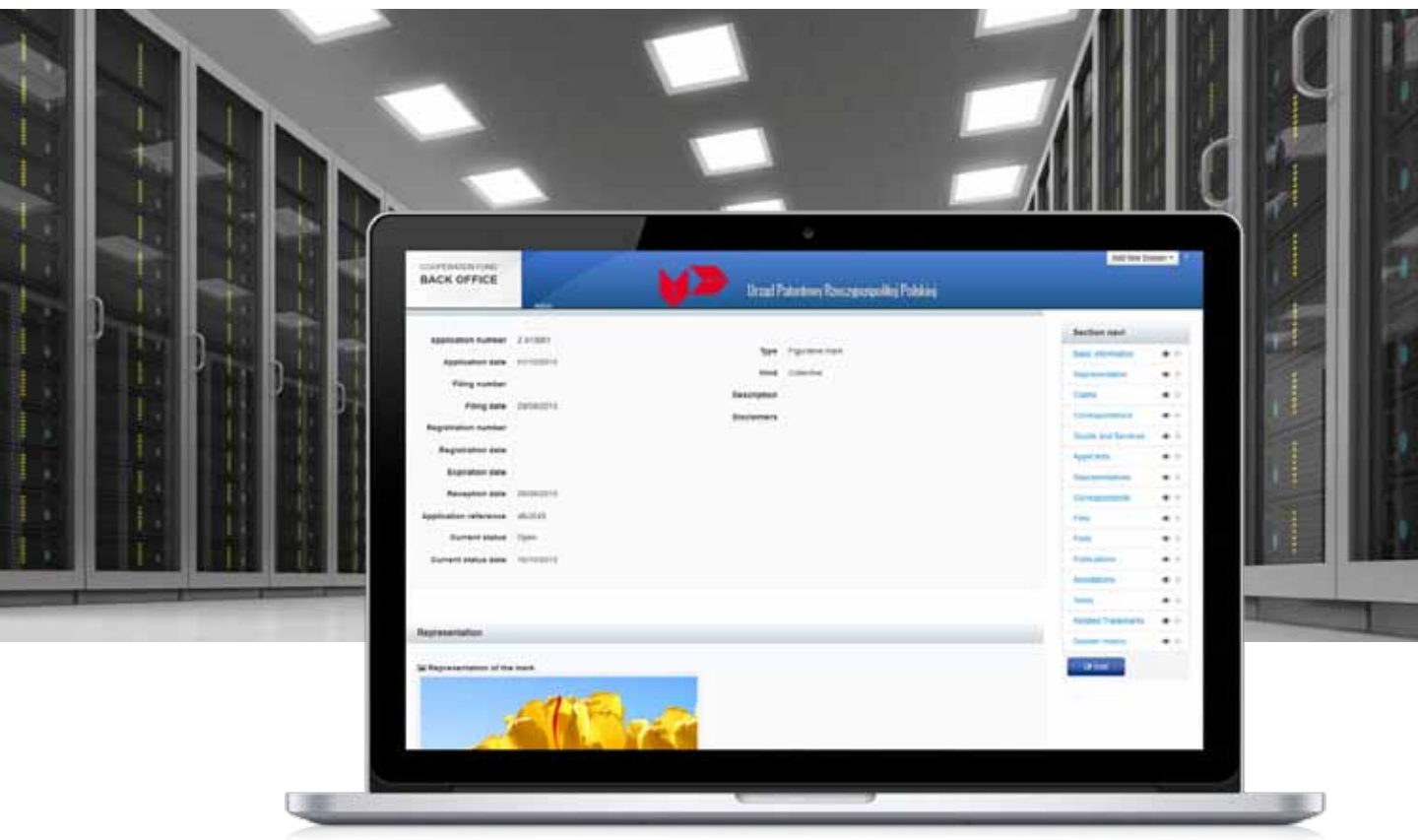
The Back Office is above all a user-friendly tool, which helps national office staff to organise their work in a different way.

The tool calculates fees, holding all information on one single page, and handles files, organising notes and correspondence.

The pilot offices review requirements according to their needs, and then the Back Office team works with national office staff to further define tool requirements.

And thanks to hard work on all sides, installation in the pilot offices has been progressing well. For three weeks, OHIM teams worked side by side with Polish national office colleagues to install the Back Office systems in the Polish Patent Office headquarters in Warsaw (see "Inside the Polish Office" article on p 3).

▌ The Back Office: functionalities

- Access to complete lifecycle data (Examination, Oppositions, Recordals, Renewals, Cancellations)
- Workflow support for the business process
- Data exchange with the Front Office applications (E-Filing, e-Oppositions, etc.)
- Document Management
- Fee Management
- Notification Management
- Trade mark publication support
- Reporting and Statistics support
- User Management

The Polish Patent Office, Warsaw

Full steam ahead in Poland

Close cooperation between IT and business teams is key to a successful implementation, says Elżbieta Błach from the Polish Patent Office.

For three weeks this in October when a massive collective effort involving Cooperation Fund staff and Polish Patent Office experts took place in Warsaw.

The teams were busy installing and testing the Back Office in one of the two offices chosen as pilot sites for the biggest project within the Cooperation Fund. The work done by the teams on the ground was supported by OHIM Back Office project teams back at base in Alicante. It was, in the words of Elżbieta Błach, the head of the Analysis Division in the Trademark Examination Department of the PPO, "a huge project".

The goal of the Back Office, Elżbieta explains, is to implement a system which supports the whole life cycle of trade marks. The implementation process meant that large parts of the PPO were mobilised to support the work, with Polish IT experts and business side experts lending their specialist knowledge to the task in hand.

Collaboration between departments within the Polish office itself proved to be key in the whole implementation process. "We have good cooperation with our IT department", Elżbieta points out, "and we need to cooperate very closely between the business side and the IT side, as well as cooperating with OHIM colleagues".

The main advantage, from the Polish side, according to Elżbieta is that the workflow is included in the Back Office system. This brings a whole new way of working to bear in the Polish Office. "Our goal is to focus on the electronic route" Elżbieta says, "so it is a big change for our users".

"Our goal is to focus on the electronic route, so it is a big change for our users.

Elżbieta Błach

The Polish Patent Office already has an e-filing system, which has been in place for some time. However, this new implementation will radically transform the current back office system.

Implementation also involved rigorous user testing, which Elżbieta says went well. "Our users tested the system for a couple of days, so they could check if everything in the system was going well. They are quite satisfied, of course, and gave us some comments regarding the things that they felt could be improved. We also held meetings during which we could discuss certain functionalities".

Elżbieta Błach

The implementation was a massive effort on all sides. Polish experts and OHIM staff pulled together during a very intensive few weeks to pull out all the stops to get the system in place. But everyone involved knew that the effort would be worthwhile in the end.

"We were nervous about it, but if we didn´t try to do this, we would have lost the chance to do something new and better", Elżbieta says. "So we worked very hard because we were focusing on the idea of delivering a good system which could be useful for us, which could satisfy our users and make their lives easier, and which could also be useful for other offices too".

That spirit of working together for the common good inspired the project, Elżbieta stresses. And during the three weeks in Warsaw, the teams bonded and formed new relationships over the project.

"Communication was fantastic", she says. "We really worked hard with people who were all focused on the same idea. They sacrificed as lot of their time, but they were also very excited to build the Back Office".

The sense that the Polish teams, alongside their OHIM colleagues, were building a system which could be used elsewhere, and bring benefit to other offices, was an inspiration to Elżbieta and her team: "When you are personally involved in doing something like this, you have the feeling that you are doing something innovative, which can be used by others as well. It´s a very pleasant feeling knowing that something that you do will bring some good in the future for others".

Elżbieta is clearly enthused by the exchange of ideas and hard work between all involved in this pilot project. She knows that the Polish Office were true pioneers in the Back Office implementation, and believes that the work done in Warsaw over those three weeks will have very positive repercussions for EU IP offices across the European Trade Mark and Design Network.

URZĄD PATENTOWY
RZECZYPOSPOLITEJ POLSKIEJ

▌ The Polish Patent Office

- Established on 28 December, 1918
- Poland joined the Paris Convention on 10 November, 1919
- The first trade mark was registered on 11 April, 1924
- Number of IP object applications (all types) filed for protection in 2012 under the national procedure : 21.013
- Exclusive IP rights in force in Poland (as of 31 December 2012): 180.549
- President - Dr. Alicja Adamczak
- Deputy President - Andrzej Pyrża
- Deputy President - Sławomir Wachowicz
- Director General - Cezary Pyl

www.uprp.pl

2nd Common Communication on IP Translator

Collaborating to increase transparency and predictability for users

The IP Translator case of June 2012 had significant implications across the EU. In response, OHIM and the partner offices of the European Trade Mark and Design Network have issued their second ever Common Communication, published on all the respective Office websites on 20 November.

This is the second such Communication on IP Translator; the first was published in May 2013. That document showed how each Trade Mark Office interprets the scope of protection of their national marks and of Community Trademarks containing all general indications of one or more classes, filed before and after the judgement. That addressed the third answer to the referred questions in the judgement (see box), providing an overview of how the Offices deal with specific topics relating to the implementation of the judgement.

The latest Common Communication centres on the second answer – the issue of sufficiently clear and precise identification. In this regard, the Trade Mark Offices of the EU have reviewed all general indications of the Nice class headings to determine which are non-acceptable. The review determined that eleven general indications are not clear and precise and cannot be accepted without further specification, while the remaining general indications can be accepted. The Second Common Communication also provides the reasons why each of the eleven general indications are not clear and precise.

The Offices have agreed that the new practice will not affect registrations that contain one or more of these non-acceptable eleven general indications prior to the implementation of this Communication.

Tools such as TMclass are available to assist in searching for and identifying acceptable terms.

On the remaining first answer, the Trade Mark Offices of the EU are working together to establish a common understanding of the requirements necessary to achieve clarity and precision in the identification of goods and services in an application for registration.

The Offices are also working towards developing a common set of criteria, which will be the subject of a subsequent common communication.

The Common Communication has been developed as a result of intense discussions and cooperation between the European Trade Mark and Design Network partner offices.

Ruling in Case C-307/10 "IP Translator" (19 June 2012): Answers to the Referred Questions

1 – Directive 2008/95 must be interpreted as meaning that it requires the goods and services for which the protection of the trade mark is sought to be identified by the applicant with sufficient clarity and precision to enable the competent authorities and economic operators, on that basis alone, to determine the extent of the protection conferred by the trade mark;

2 – Directive 2008/95 must be interpreted as meaning that it does not preclude the use of the general indications of the class headings of the Nice Classification to identify the goods and services for which the protection of the trade mark is sought, provided that such identification is sufficiently clear and precise;

3 – an applicant for a national trade mark who uses all the general indications of a particular class heading of the Nice Classification to identify the goods or services for which the protection of the trade mark is sought must specify whether its application for registration is intended to cover all the goods or services included in the alphabetical list of that class or only some of those goods or services. If the application concerns only some of those goods or services, the applicant is required to specify which of the goods or services in that class are intended to be covered.

More information:

- Case C-307/10 "IP Translator" Ruling: Link to PDF

- First Common Communication on IP Translator (2 May 2013): Link to PDF

- Second Common Communication on IP Translator (20 November 2013): Link to PDF

- TMclass (classification tool): http://tmclass.tmdn.org/ec2/

Bob Weston
Company: Phillips & Leigh
Country: United Kingdom
Sector: Intellectual property
Represents: CNIPA
www.pandl.com

Jolmer Tilstra
Company: Evenredig
Country: Netherlands
Sector: Information technology
Represents: BOIP user
www.evenredig.nl

Catherine Montheil
Company: Procter & Gamble
Country: France
Sector: Consumer goods
Represents: AIM and BUSINESS EUROPE
www.pg.com, www.aim.be, www.businesseurope.eu

Users take the lead

Three users take a look at their role in shaping the future e-business tools

Along a corridor of meeting rooms in OHIM´s Alicante headquarters, a series of meetings is taking place.

It´s a week of intense activity in the Cooperation Fund, with working group members flying in from all across Europe in early October to give their feedback on the latest developments in the Fund´s projects.

But one group is a little bit different from all the others.

For a start, it´s co-chaired by Bob Weston, a long-time stalwart of OHIM´s user community. Bob retired as partner and is now a consultant at Phillips and Leigh in the UK, which he joined in 1966.

"I ended up being the sole user representative on what was then the Future Software Package working group", Bob says, "to make certain what was being proposed was user-friendly. If it gets too complicated and too difficult, the users will vote with their feet and go to another system".

Bob helped design the User Conference – taking in users from all over the EU who could interact with their

relevant national office and input into the Cooperation Fund projects. The first such conference took place in October 2012; Bob was unavoidably absent due to a serious illness. Twelve months later, he´s back to full health, and building on the success of the last conference at this second one.

> *If it gets too complicated and too difficult, the users will vote with their feet and go to another system.*
>
> *Bob Weston*

He´s joined by, among others, Jolmer Tilstra, a small business owner from The Netherlands, who proudly describes himself as "an end user of BOIP". He´s in IT – providing software solutions for

small businesses, and as he says himself, can bring an IT perspective to the user conference.

Was he impressed by the e-filing system he saw at the meeting? "What I saw was a very mature solution, and a very clear one too, and I think it´s quite usable for a wide range of users", he says.

Jolmer recognises that what´s being done through this aspect of the Cooperation Fund programme is "all about the end user". And his IT background has made him even more convinced of the value of user interaction: "I also see through the eyes of the end customers, with my own software which I develop. It would be not wise to develop any system without users in mind, so you always have to watch and learn from end users".

> *What I saw was a very mature solution, and a very clear one too, and I think it´s quite usable for a wide range of users.*
>
> *Jalmer Tilstra*

Catherine Montheil has flown in from Paris, to represent not just one, but two user groups – AIM and BUSINESSEUROPE. She was originally part of the user group attached to the development of the new OHIM website, and then joined Bob on the Future Software Package working group.

With her user colleagues, she has spent her day in OHIM "discovering expectations from different users from different countries in Europe", and getting up to date on new developments with the project.

As a legal specialist in Procter and Gamble, she´s well placed to know what users want from the tools. "It´s important to consider the needs of users

and their expectations; not only from the technical side but also taking into account the concerns of the users", she says, and adds that the user forum allows her to pass on what she, as a user, would like to see in the CF tools.

> *It´s important to consider the needs of users and their expectations; not only from the technical side but also taking into account the concerns of the users.*
>
> *Catherine Montheil*

Bob knows that these users are vital for the success of the tools. "We´ve got all those people here who use the systems in their national offices. They know the systems, they know the problems, and they know what they want from it. Here we have a very focused and deliberately selected type of user participant to get the type of information we want. And the response has been overwhelming today!"

But once the day is over, and the users scatter to every corner of Europe, how can the work that´s been done here in Alicante continue? Bob´s given that conundrum a great deal of thought, and with OHIM experts, he´ll be working on an e-exchange forum so that users can be in constant contact with each other to keep updated on what´s happening with tool development across the European Trade Mark and Design Network.

"We´ve had a very good exchange of ideas today, but in order to carry that forward as a continuous evolving process, given that everything´s got to be done by the end of 2015, we´ve got to be faster and more reactive than hithertofore", he says.

The Software Package suite of tools is very much being shaped by users. Although the tools are made with users in mind, through this forum, the users are helping to make the tools. Their participation is key to the success of the European Trade Mark and Design Network.
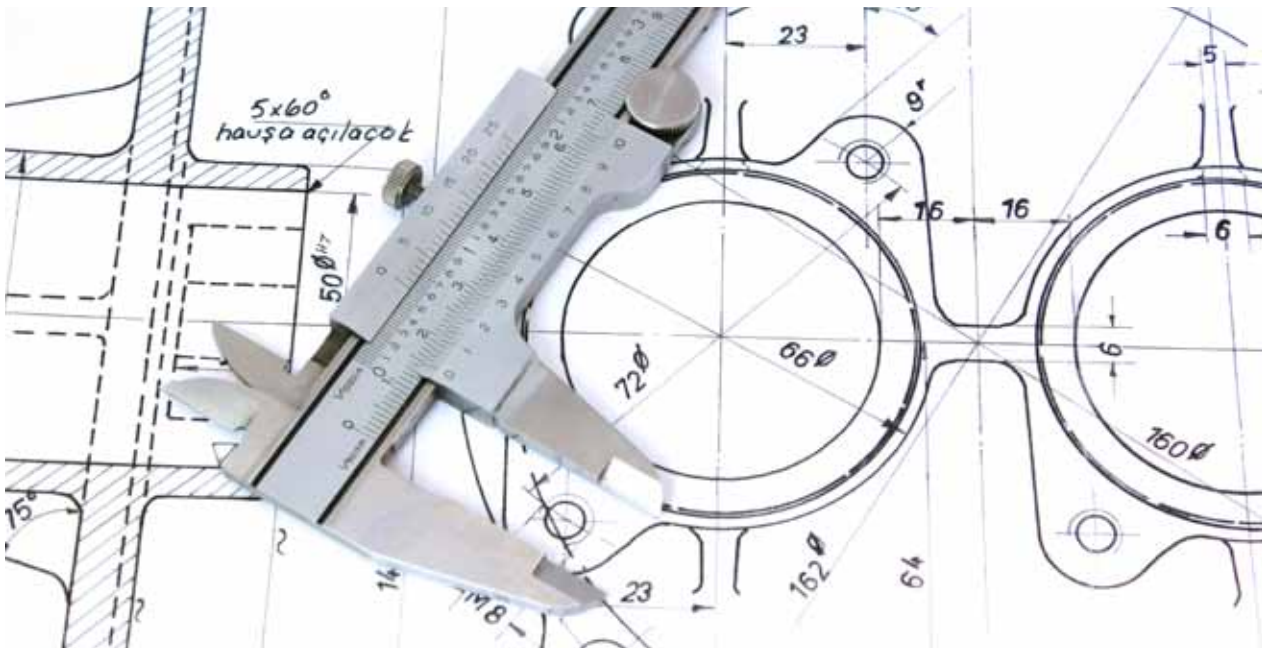
Focus on Quality

Sharing and harmonising quality standards

Ever wondered just how the process runs from filing to publication in Bulgaria? In Portugal? In Denmark? All of the above?

Ever wondered why it takes 5 days to publish in Portugal, but 60 at the OHIM? Whether the new Greek process foresees a notification in case of deficiency?

You can find the answers to all of these questions, and many more, in the Quality section of the Common gateway.

The Quality tool is, in many ways, more than just a tool.

It reflects the commitment of the European Trade Mark and Design Network to promote quality by providing transparent, easily accessible information on services, and standards offered by each EU national IP office and OHIM, as well as their performance aspirations and,

in some cases, their performance.

A quality standard is a basis for making commitments on service performance to clients, users or rights holders of each participating office.

It is, in effect, a commitment to customers; a commitment to deliver the relevant aspect of service with a certain level of performance and to report against that level.

The tool can be searched for trade mark, design and customer services, as well as quality standards in timeliness, quality, consistency and accessibility.

For example, a search for "Quality of trade marks Goods and Service classification examinations decisions – overall" will show five participating offices,
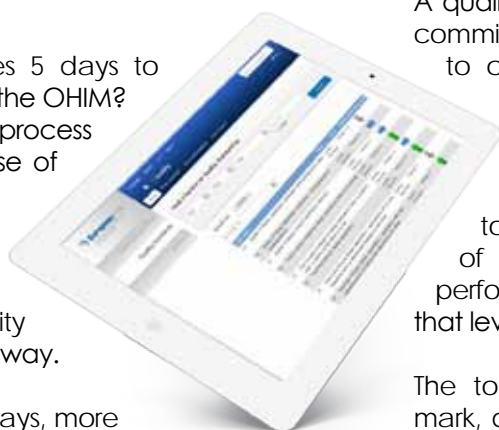
including OHIM, the objective and the current overall performance trend (in this case, up).

The tool also allows users to dig down into individual office performance within standards. Portugal, for example, had an objective of 90% and a performance of 97.4%, while Denmark had an objective of 96% and a performance of 100% in this category in the second quarter of 2013.

The interface allows users to see how many core quality standards and how many quality standards each participating Office has committed to.

It shows performance trends across Europe, and collates them to show whether the trend is up, down or stable.

It allows users to check the process behind standards in certain offices, see when the Offices joined the Quality tool and check for the last Office updates.

The sharing of practice and management that makes up this tool has been achieved by cooperation at EU national and regional office level, and the input of user associations.

And it has an important effect for offices themselves, according to Alice Postavaru, the head of the Design Division in the Romanian National Office. "After the implementation of this tool, we know where our office is in relation to other offices, and to OHIM. This is very good for us."

It also, Alice says, reflects a commitment to users: "It is important for them because they know our expectations, and they also know the procedures – they can see the process mapping inside the tool, and they know how our office performs in trade marks and designs".
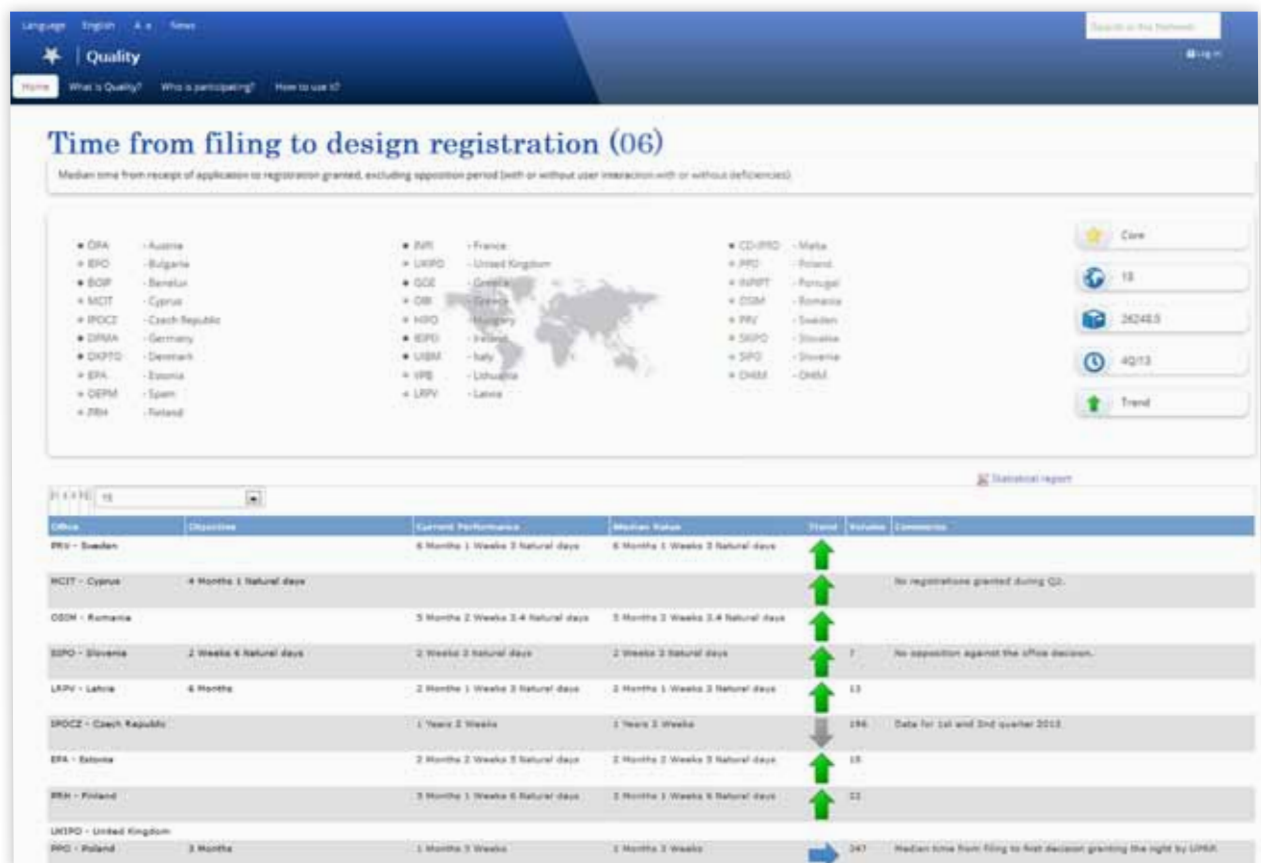
Terminology Maintenance Console

Collaborating to succeed

How do you maintain the biggest trade mark classification database available?

Some months ago, that question moved out of the realms of the purely theoretical and into reality, as the Harmonised Database of trade mark classification grew and expanded.

The Harmonised Database contains more than 60,000 terms in all EU languages. The database, created by OHIM and the EU national and regional IP offices, is fully compliant with the Nice classification system.

But to be effective, the Harmonised Database can´t be set in stone. It has to continually expand to keep pace with the fast moving needs of the global market, especially innovative new businesses.

So the Technology Maintenance Console (TMC) was born. The TMC is at its core an online tool which streamlines the management and the maintenance of the terms contained in the database.
It was developed under the framework of the Cooperation Fund and Conver-

gence Programmes, with the coopera- tion of WIPO, EU National and Regional IP Offices, user associations and OHIM.
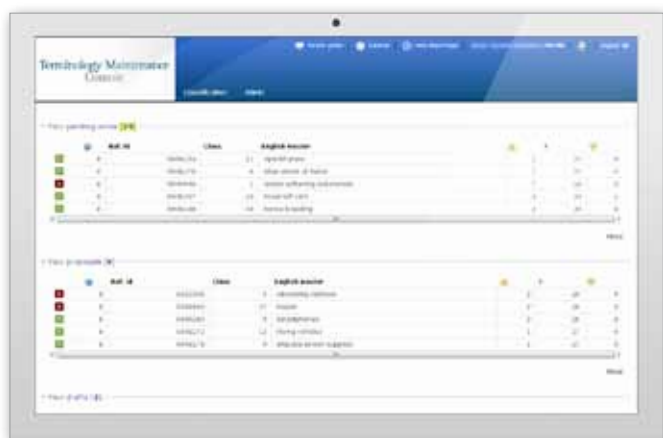
But it is more than just a tool. It has a human dimension, too – a network of classification experts from all participat- ing EU IP offices. Through TMC, those experts can propose and vote on new terms and any database changes, to reach common decisions in record time.

TMC is open to authorised experts from the participating offices. The tool gives them a collaborative and secure system, which allows common decisions to be made in record time, and provides for maximum quality of the database updates.
The tool is built around collabora- tive working. Imagine that an expert from an EU IP office proposes a new term. The term is then evalu- ated, taxonomised and sent for translation. After the translations are obtained, the proposing office sends the term to be voted on by the other offices.

Partner offices have two weeks to vote on whether they agree or disagree with the proposed term and the translation. A majority vote is enough for the term to be approved and published on the TMC.

But if any participant has a strong disagreement on the majority decision, WIPO´s experts will act as mediators – all participating offices have committed to accepting WIPO´s final decisions.

One of the clear benefits of TMC is that it helps offices work together in an open and participative way to expand the Harmonised Database.

Most importantly, though, users are at the heart of the tool´s functions. National and regional IP offices can propose new terms on behalf of their users – thus allowing those who

know the market the best the opportunity to shape the content of the Harmonised Database, giving it a direct and living link to the evolving marketplace.
Consequently, TMC increases transparency and predictability through the classification process.

The tool has been shaped through its construction by EU national and regional office input. Irish Patent Office classification expert Declan Finlay agrees that it will be of great use. "It will lead to greater collaboration and communication between the national offices", he says. "It will also lead to a greater level of consistency in the specifications of goods and services".

Imre Gonda of the Hungarian National Office agrees. "Our office will play an active role in this project", he says. "We believe this will be an important building block in the construction of the European Trade Mark and Design Network".

IP Contribution Study launched in Brussels

The Office for Harmonization in the Internal Market (OHIM) and the European Patent Office (EPO) have released the first EU-wide study on the overall contribution made by intellectual property intensive industries to the EU economy, in terms of Gross Domestic Product (GDP), employment, wages and trade.

The study, "Intellectual Property Rights intensive industries: contribution to economic performance and employment in Europe" (September 2013), measures the importance of Intellectual Property (IP) rights in the EU economy. Key findings of the study are that about 39% of total economic activity in the EU (worth some €4.7 trillion annually) is generated by IPR-intensive industries, and approximately 26% of all employment in the EU (56 million jobs) is provided directly by these industries, while a further 9% of jobs in the EU stems indirectly from IPR-intensive industries.

The study includes information on the main IPR-intensive industries and their contribution to economic performance and trade at EU level and an analysis at Member State level. It contains a section on number of patents, trade marks and designs which originate from each Member State, focusing also on job creation in the internal market.

The study was launched at a press conference in Brussels by Internal Market and Services Commissioner Michel Barnier, President of the European Patent Office, Benoît Battistelli and OHIM President António Campinos.

Click here to access the Study

Observatory Plenary meeting in Alicante

The annual plenary meeting of the EU Observatory on Infringements of Intellectual Property Rights took place from October 28-29 in Alicante. Stakeholders from the public and the private sectors attended the meeting, which focused on the on-going work of the Observatory, plus the recently launched IP Contribution Study.

TMclass continues to grow

On October 14, 2013, OHIM and WIPO announced the integration of WIPO´s Madrid Goods and Services Manager (MGS) data into TMclass, OHIM´s free online goods and services classification tool.

The integration is a result of cooperative work between the two offices, in order to promote their common objectives and policy on trademark information dissemination. It will help to enhance the quality, value and flow of such information among WIPO and OHIM´s respective member states, stakeholders and users.

On the same day, the Russian Federal Service for Intellectual Property Office (ROSPATENT) was integrated into TMclass, bringing the total number of participating offices to 33. Turkey completed its integration in August.

TMclass is available in 27 languages, including Japanese, Korean and Turkish, and is available through http://tmclass.tmdn.org/ec2/.

MGS is WIPO's free online goods and services classification and translation tool, and is available in 15 languages at http://www.wipo.int/mgs/index.jsp.

NEWS in Brief

INTA directors meet at OHIM

The Board of Directors of the International Trademark Association (INTA) held its annual meeting at OHIM in September 2013.

Around 50 directors took part in the event, which has been organised annually by INTA every September since 2002. It is considered to be one of the most important events in the international IP calendar, gathering INTA directors from all over the world.

Directors participated in a meeting of the Government Relations programme, which focuses on key trade mark issues within the European Union, and discussed the forthcoming Annual Meeting in Hong Kong in 2014.

INTA's Board also heard from representatives of the European Commission, Parliament, the Observatory, and National Offices, including a presentation by Cecilia Wikström, Member of the European Parliament (Liberal/Sweden), Rapporteur on the Trade Mark Package proposals.

This meeting marked the first time that the INTA Board of Directors held its annual meeting in Alicante.

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Turkey joins TMview

More than one million trade marks from the Turkish Patent Institute are now available through TMview.

Turkey completed its integration into the tool in September, bringing the total number of trade marks in the system to around 12.2 million.

IP Cooperation with China

Contacts between EU IP offices and non-EU countries, under the framework of international cooperation, have intensified in recent years as globalisation has increased. China has been a particular priority, with closer links sought in order to follow up IP legislation and enforcement, as well as designing and launching technical cooperation initiatives to increase certainty and predictability for both European and Chinese economic operators.

China and the EU do more than €1 billion worth of trade every day. Bilateral trade in goods reached €433.6 billion in 2012, with trade in services worth €49.8 billion. The EU is also China's biggest export destination. China is a key market for European firms.

The passing of China´s new Trade Mark Law on August 30, 2013 looks set to streamline and improve the efficiency of trade mark proceedings, as well as introducing stronger measures to combat infringements. It is due to enter into force on May 1, 2014.

Against this backdrop, OHIM has seconded an IP attaché to the EU Delegation in Beijing to monitor IP developments, contribute to the IPR Dialogue between the EU and China, provide technical assistance to stakeholders and coordinate the cooperation activities of OHIM in China.

Under the OHIM's international Cooperation Programme, bilateral cooperation projects are being currently developed by OHIM and its two sister Chinese organizations, the State Intellectual Property Office of the People's Republic of China (SIPO – Patents & Designs) and the State Administration for Industry and Commerce (SAIC - Trademarks). At the same time, OHIM is the leading implementing agency for IP Key. This new, 36 months EU-funded cooperation action was started this year to to support the interest and needs of European innovators and right holders trading with or investing in China, contributing to a level playing field for European companies operating in China and seeking mutual benefit for Chinese companies.

ROMANIA

20 Years of Design Protection

2013 is a jubilee year for the Romanian State Office for Inventions and Trade Marks (OSIM), as well as for its partners OHIM and the EPO. Not only does OSIM mark 20 years of design protection, but OHIM celebrates 10 years of the Registered Community Design. And for the EPO, 2013 marks the 40th anniversary of the signing of European Patent Convention in Munich.

All these milestones were brought together on OSMI´s website, and have been accessible since January 2013. The bumper "IP year" has received media attention in Romania, and OSIM´s webpage has received nearly half a million hits in the first ten months of 2013.

Additionally, to mark the 20th anniversary of the entry into force of the first Law on Protection of Designs (Industrial Design) in Romania, OSIM printed a special brochure, showing the history of attempts to protect designs in Romania up until the present day, starting from 1800.

OSIM organized an event at its headquarters celebrating 20 years of involvement with OSIM specialists but also with all those who contributed to the promotion and enforcement of designs in Romania. Among the attendees were industrial property advisors active in the design field, former employees of OSIM, prosecutors, judges, heads of intellectual property agencies, academic representatives, representatives of the Romanian Design Association and of course media representatives.

OSIM
OFICIUL DE STAT PENTRU INVENȚII ȘI MĂRCI

20 de ani de la intrarea în vigoare a Legii nr. 129/1992 privind protecția desenelor și modelelor industriale

Protejați forma și aspectul produselor!

www.osim.ro

Source: State Office for Inventions and Trade Marks, OSIM. www.osim.ro

BENELUX

English as a third working language

The Benelux Office for Intellectual Property (BOIP) has adopted English as a third working language, in addition to Dutch and French. The change came into effect on October 1. BOIP´s clients and partners can now conduct all official business, including filing trade marks and designs and oppositions in English.

The Office has set up the procedure in such a way that although all business with BOIP may be conducted in English, in procedures in which different parties are involved – like oppositions, for example – the use of English is not obligatory. BOIP can, on request and on payment of the appropriate fee, provide a translation of any trade mark or design registration, which were filed in English. The language rules of the appropriate jurisdiction in question will apply to any legal procedure that may arise.

October 1 also saw BOIP unveil the latest addition to its digitalization programme – trade mark renewals. Trade mark registration can now be extended for ten years immediately on receipt of online payment, thus simplifying and speeding up this procedure considerably.

Source: Benelux Office for Intellectual Property, BOIP. www.boip.int

▌Greek design in focus

OBI, the only agency in Greece with competence for the registration of industrial designs, is organising an exhibition on Greek design, in cooperation with the OHIM, to highlight and promote Greek design, as well as to support Greek designers.

ΟΡΓΑΝΙΣΜΟΣ ΒΙΟΜΗΧΑΝΙΚΗΣ ΙΔΙΟΚΤΗΣΙΑΣ

The exhibition is entitled GREEK DESIGN = GOOD DESIGN and will take place at HELEXPO PALACE exhibition centre in Maroussi from Thursday 28 November to Monday 2 December.

The inauguration ceremony will be held on Thursday 28 November, and the opening hours will be 16.00-21.00 on 28 November and 10.00-21.00 on the other days.

The exhibition will include approximately 300 creations by around 140 designers working in the fields of jewellery, clothing, packaging, furniture and everyday items.

These creations were chosen following an evaluation process based on applications submitted to OBI, which was particularly difficult considering that all creations submitted were truly remarkable. There will also be two smaller sections, one containing creations from the last five years that won international accolades and the other containing participations from state and private Greek schools of industrial design participating in the event.

The exhibition aims to communicate the message that a creative Greece is present and dynamic, with an important design sector that – justifiably – aspires to the position it deserves in Greece and internationally. It also aims to raise the profile of design within Greece and to showcase its potential, and to act as a meeting point for creators and the business sector.

The rationale behind the exhibition began with the dual belief that, on the one hand, design constitutes an enormous economic capital and, on the other, there truly is a creative potential in Greece.

GREEK
DESIGN
=
GOOD
DESIGN

LATVIA

▌New Director in the Latvian Patent Office

The Latvian Justice Minister, Jānis Bordāns, has welcomed the appointment of Sandris Laganovskis as the new Director of the Patent Office of Latvia, effective as of October 1st.

Prior to taking up his new role, Mr. Laganovskis was Counsellor at the Permanent Representation of the Republic of Latvia to the European Union. As Counsellor to the Ministry of Justice in Brussels, he represented the interests of the Ministry in working groups in the fields of intellectual property, criminal law, data protection and the external dimension of justice and the Board of the International Criminal Court.

On his appointment, Mr. Laganovskis stressed that one of his priorities as Director of the Patent Office would be to strengthen the Office's role by communicating intellectual property rights that enable the development of innovation, the intro-duction of new technologies and methods in manufacturing to the public. Minister of Justice Jānis Bordāns welcomed this approach and added that the implementation of new ideas in business was undeniably an important contribution towards the general development of the state and to its international reputation.

Minister Bordāns (left) and the new Patent Office Director, Mr. Laganovski (right)

Source: Patent Office of the Republic of Latvia. www.lrpv.gov.lv

AUSTRIA

▌Trade mark application is cornerstone of brand value

At the presentation of the 10th Austrian brand value study by the European Brand Institute on 3 July 2013 in the News Tower in Vienna, the President of the Patent Office, Dr Friedrich Rödler, noted that applying for a trade mark at the Austrian Patent Office could be considered as laying the foundations for brand value, and therefore company value. Trade mark protection, ideally when combined with patent and design protection, is the best instrument for ensuring the competi-tiveness of innovations.

According to Mr Rödler: 'Unlike patents, trade marks don't have an expiry date, so if the applicant wants, logos can stay fresh and 'ready for battle' indefinitely. As the Brand Value Study 2013 clearly demonstrates, many companies have already recognised the potential of a trade mark. In 2012, 6,506 trade mark applications were received by the Austrian Patent Office, which is an increase of around 3% over the previous year. Austrian trade mark applicants are also among the biggest users of international protection mechanisms; the relevant authority for international trade mark protection reported a rise of 12.5% in applications from Austria. In particular in terms of international competition, trade marks are an essential tool in the fight against imitators, free riders and any other form of product piracy.'

Source: Austrian Patent Office. www.patentamt.at

Calendar of Future IP Events

INOVA 38th International Invention Show

📅 12-17 November 2013

📍 Zagreb, Croatia

OHIM's ABBC Meeting

📅 19-21 November 2013

📍 Alicante, Spain

OHIM's 12th Liaison Meeting on Designs

📅 25-26 November 2013

📍 Alicante, Spain

Webinar on the new OHIM e-filing system

📅 27 November 2013

📍 Alicante, Spain

APRAM Conference

📅 28 November 2013

📍 Paris, France

Greek Design = Good Design Exhibition

📅 28 Nov - 02 Dec 2013

📍 Athens, Greece

TM5 Annual Meeting

📅 05 - 06 December 2013

📍 Seoul, South Korea

Paneuropean IP Summit Patents & Trademarks

📅 09 - 11 December 2013

📍 Paris, France

COOPERATION FUND PROJECT PORTFOLIO

Projects	AT	BG	BX	CY	CZ	DE	DK	EE	ES	FI	FR	GR	GR OBI	HR	HU	IE	IT
SEARCH IMAGE	2015		2014	2014			2014	2012	2014	2015	2014	2014			2014	2014	2014
TMVIEW	2012	2011	2011	2013	2011	2012	2011	2011	2011	2012	2011	2013		2013	2012	2012	2011
TMCLASS	2012	2012	2009	2012	2008	2009	2010	2011	2009	2009	2012	2011		2013	2012	2009	2011
SENIORITY		2012	2012		2011		2014	2012			2013	2013		2013	2011	2011	
QUALITY		2012		2012	2012		2012	2012	2012	2012	2013	2012	2012		2012		
FORECASTING			2015				2014		2014		2014	2014	2014		2014		
USER SATISFACTION SURVEY		2013	2013	2013	2013	2013	2013	2013	2013	2013	2013	2013	2013		2013	2013	
DESIGNVIEW		2012	2012	2013	2013	2014	2014	2012	2012	2015	2013		2012		2013	2013	
SIMILARITY		2012	2014	2013		2015		2013	2013	2014	2014	2012			2014		
CESTO		2013		2013		2013		2013	2013	2015	2013				2014	2014	
COMMON GATEWAY	2012	2012	2012	2012	2012	2012	2012	2012	2012	2012	2012	2012	2012	2013	2012	2012	2012
SOFTWARE PACKAGE											2012						
SP E-FILING DESIGNS		2013	2013							2014		2013				2015	
SP E-SERVICES		2014	2015	2014			2013			2015		2014	2014			2015	
SP BACK OFFICE			2014				2014			2014		2014	2014				
SP ADOPT	2015	2013	2014	2014							2014				2014	2013	
E-LEARNING		2012		2013	2014		2013	2013	2012	2013		2013	2013			2012	
CALL CENTER DB		2013		2013			2013	2014				2013	2013				
ENFORCEMENT DATABASE	2013	2013			2013		2013	2013	2013		2014	2013	2013			2013	2013
ANTI-COUNT. INTELLIGENCE SUPPORT		2013			2013		2013	2013	2013		2014	2013	2013		2013	2013	2013

*National & Regional IP Offices: implementations as of 15 November 2013

LT	LV	MT	PL	PT	RO	SE	SI	SK	UK	Number Impl.	Comments
2015	2015	2012	2015	2012	2014	2015	2015	2014	2015	03	
2012	2012	2012	2012	2011	2012	2012	2011	2011	2011	26	Recent integrations: CY, HR, GR-GGE (under CF programme); under the International Cooperation Programme and/or TM5 cooperation, the following offices integrated into TMview: Mexico, Norway, Turkey, Morocco. WIPO and OHIM are integrated as well.
2011	2012	2010	2009	2008	2012	2006	2012	2009	2009	26	All EU National Offices integrated. TMclass is offered in 23 EU languages plus Japanese and Korean. Recent integrations: WIPO, Turkey.
2012	2012	2013	2014	2011	2013	2012	2012	2012	2013	16	Most recent implementations in UK and FR.
2013	2012	2013	2012	2012	2012	2013	2012	2013	2012	20	Recent implementation: MT.
	2014		2014	2014	2015	2014	2015	2014	2014	00	
2013	2013	2013	2013	2013	2013	2013	2013	2013		22	Recent implementations in CZ, DE, DK, FI, HU, LT, SE, SI, SK.
2013	2013	2013	2014	2012	2013	2013	2013	2012	2015	09	Recent implementation: SI.
	2012	2013	2014	2012	2014	2014	2014	2012	2013	07	Recent implementation: ES.
2014	2012	2013	2014	2012	2013		2013	2013		07	Recent implementations: MT, RO, SI, SK, BG.
2012	2012	2012	2012	2012	2012	2012	2012	2012	2012	26	
										01	E-filing live in FI.
2015	2015	2014	2014		2013	2015	2014			00	E-filing Designs pilot offices: BG, BX, GR-OBI, RO.
2015	2015	2015	2014		2014	2015	2014	2013		00	E-Services pilot offices: EE, SK.
2014	2015	2014	2013				2015			00	Back-Office pilot offices: FI, PL.
2013	2014	2013	2013		2013	2014	2013	2013		01	Recent implementation: SK, SI (TM e-filling).
2014	2013	2013		2013	2012	2014	2012	2012		13	Recent implementations: LV.
		2013	2014		2014		2013	2014		03	Recent implementations: SI, BG, MT.
	2013	2013	2013	2013	2014	2013	2013	2013	2013	17	
	2013	2013	2013	2013	2014	2014	2013	2013	2013	15	
										212	**Total Implementations**

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OFFICE FOR HARMONIZATION
IN THE INTERNAL MARKET
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