



# **ITMA**

**SPRING CONFERENCE**

**2010**

**LONDON**

**INTELLECTUAL PROPERTY  
OFFICE UPDATE**



- **Data**  
(Applications, oppositions, RightStart, e-filing)
- **Brands**
- **Designs Review**



# Applications 09/10

- Standard
- Fast Track
  - Paper filing;
  - E-filing.
- RightStart



## Table of filing options

	Standard	Fast track	Right Start
<b>Can be filed on a paper form</b>	✓		
<b>Online filing</b>	✓	✓	✓
<b>£30 online filing discount?</b>	✓	✓	
<b>Payment of half the fee deferred</b>			✓
<b>Examination report issued in around 5 business days</b>		✓	
<b>Examination report issued in around 10 business days</b>	✓		✓
<b>Examination report issued by email</b>	✓	✓	✓
<b>Examination report issued by post</b>	✓		
<b>Informal discussion with the examiner re. examination report</b>			✓

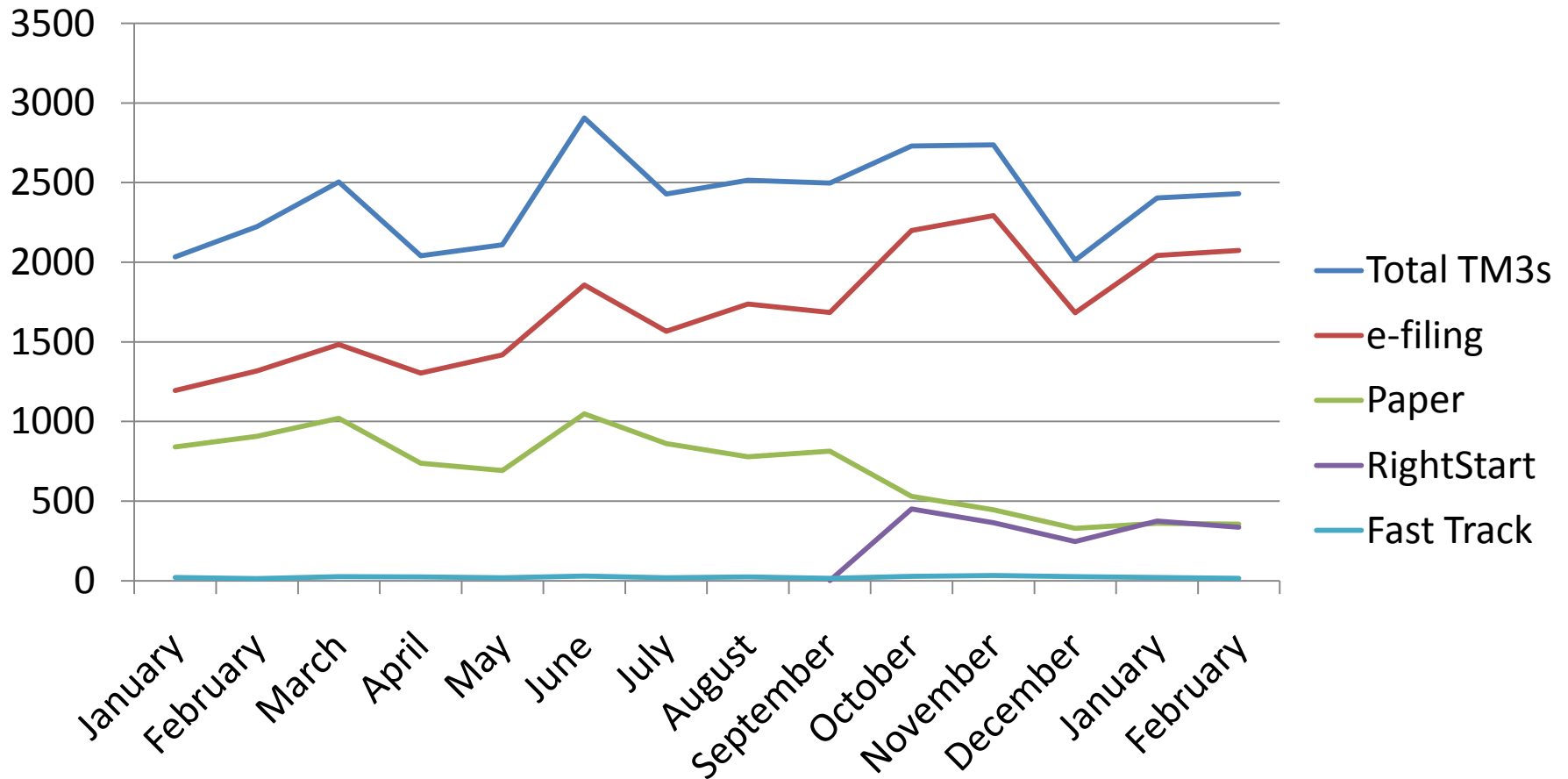


# Applications 09/10

Month	Total			Fast	
	TM3s	Paper	e-filing	Track	RightStart
January	2034	840	1194	20	
February	2224	907	1317	13	
March	2504	1020	1484	25	
April	2041	738	1303	24	
May	2110	692	1418	19	
June	2906	1048	1858	30	
July	2428	862	1566	18	
August	2515	778	1737	24	
Sept	2498	814	1684	16	1
October	2729	530	2199	28	451
November	2737	445	2292	32	364
December	2012	329	1683	25	246
January	2403	361	2042	20	374
February	2430	356	2074	16	336

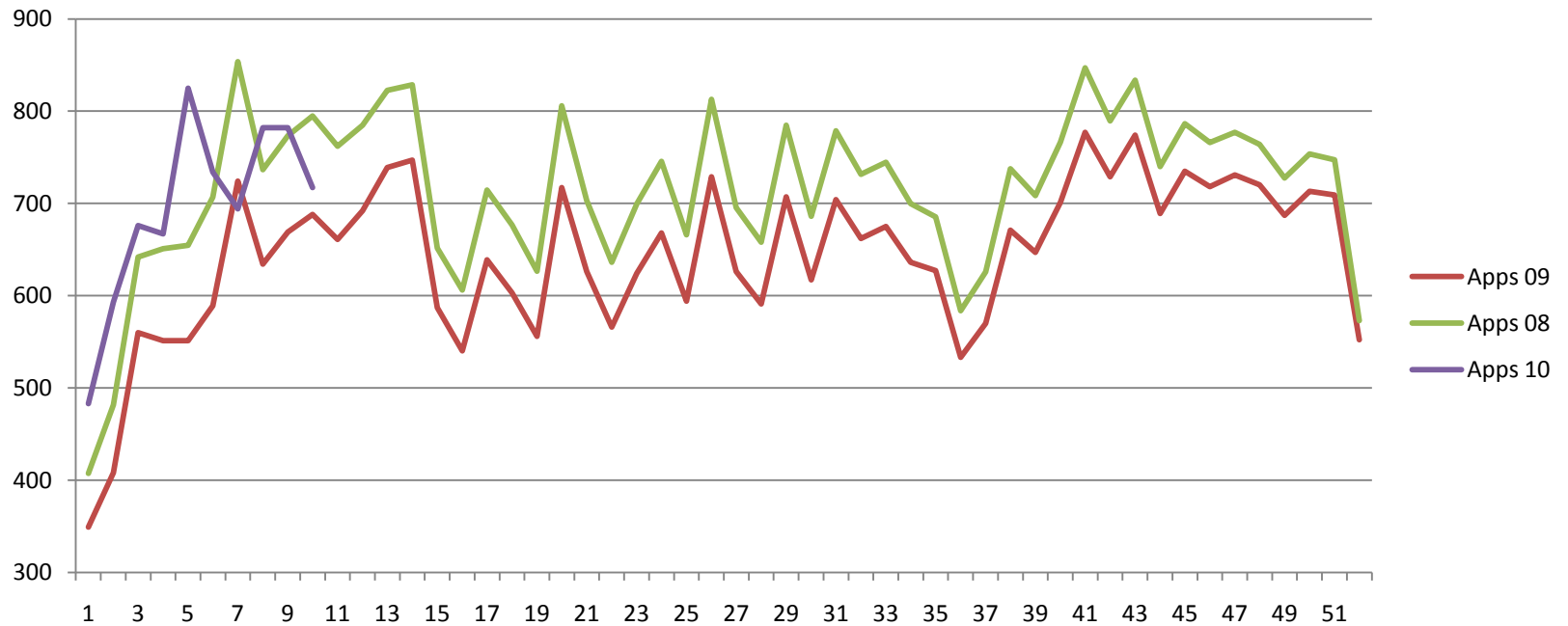


# Applications 09/10





# Applications 08/09/10



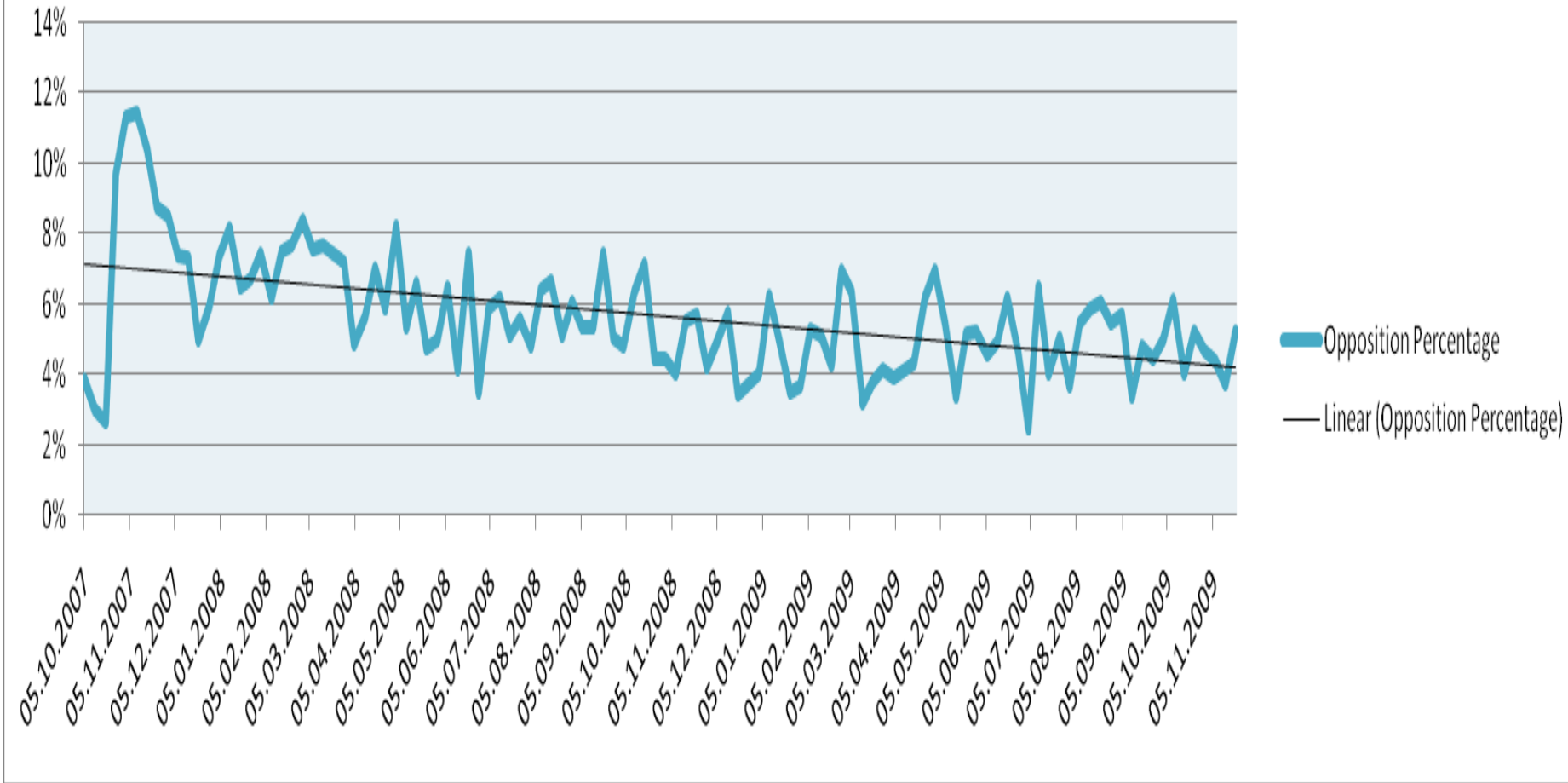


# Tribunal

- 7.5% of published applications are the subject of a request to extend the opposition period to 3 months
- 4.75% of published applications are actually opposed
- 95% of these are opposed during the extended opposition period – in the third month after the date of publication
- Since we introduced the extendible period, the opposition rate has dropped from around 6.5% to 4.75%



## Opposition Percentage





# **Branding in a modern economy Conference Report**





- **Conference took place in November**
  - To assess the role of branding in current UK public and economic policy;
  - To explore the current and potential contribution of branding to the UK;
  - To identify the UK's strengths and potential as a centre for branding excellence;
  - To define practical next steps to leverage the potential from branding to the UK.
- **Report of Conference now published**  
<http://www.ipo.gov.uk/t-policy-branding>
- **Next Steps**



## Conference outputs cover five main themes:

- Research
- Education
- Policy
- Legislation
- Funding & Tax



# Reserach

- Contribution that branding makes to the UK economy;
- Review of policies and regulatory regimes affecting branding;
- Review of awareness raising policies in relation to brand value; and
- Assessment of UK environment to create, build and sustain brands



# Education

- Review of educational tools – in UK and abroad;
- Courses to include a module on branding and IP;
- entrepreneurship in education; and
- reduce consumer demand for counterfeit goods.



# Policy

- Provide 'one stop shop' (Companies House) for start-up businesses;
- IPO/BIS to provide a strong voice for brands within Government;
- Regular meetings with industry and Government departments; and
- Both registration and enforcement costs for SMEs need to be reduced.

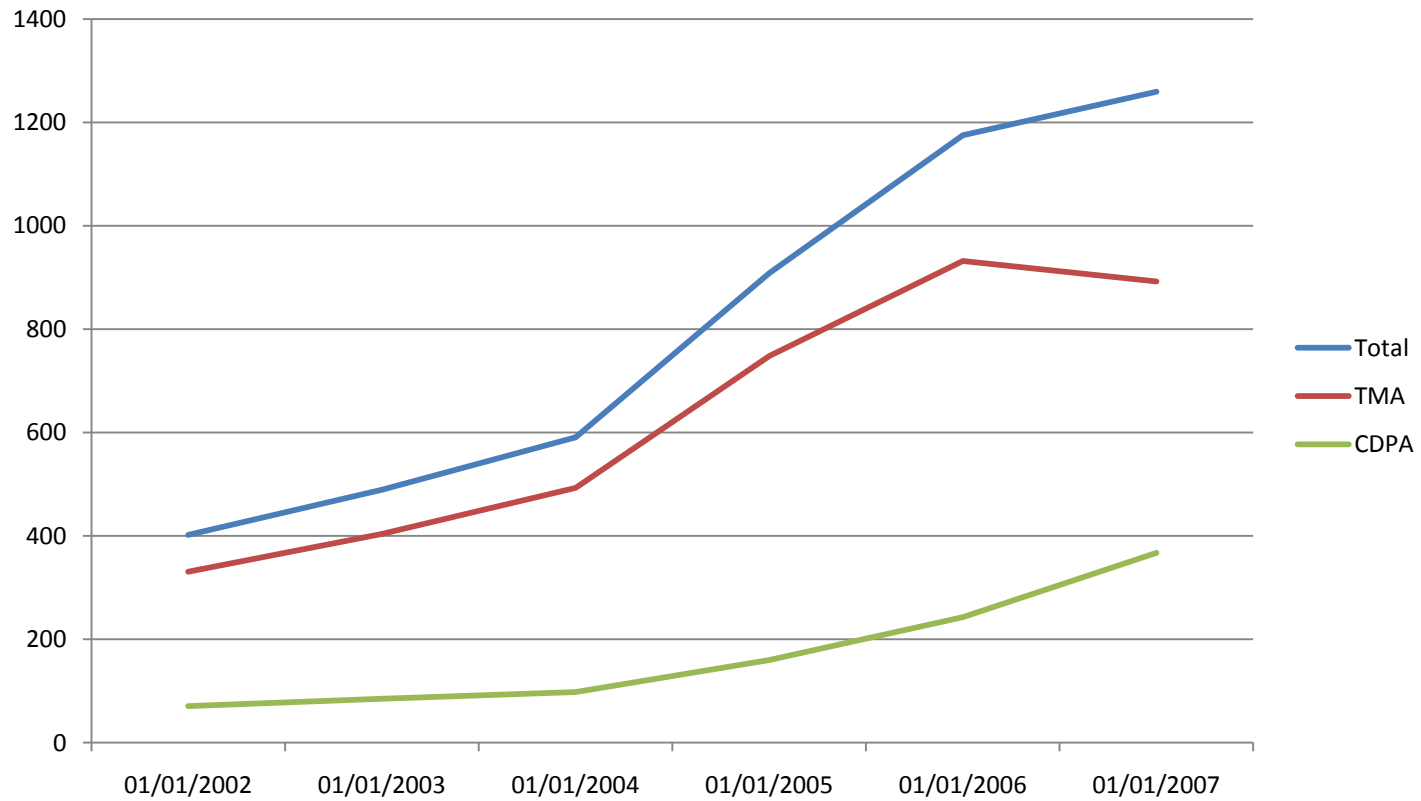


# Legislation

- Stronger punitive remedies in respect of IP infringement;
- Assessment of the cost of enforcement; as a measure of competitiveness in relation to other countries; with the aim to reduce costs and provide a greater range of remedies; and
- The Review of Civil Litigation Costs : Final Report - was published January 2010:  
[http://www.judiciary.gov.uk/about\\_judiciary/cost-review/jan2010/final-report-140110.pdf](http://www.judiciary.gov.uk/about_judiciary/cost-review/jan2010/final-report-140110.pdf)



# Number of people sentenced



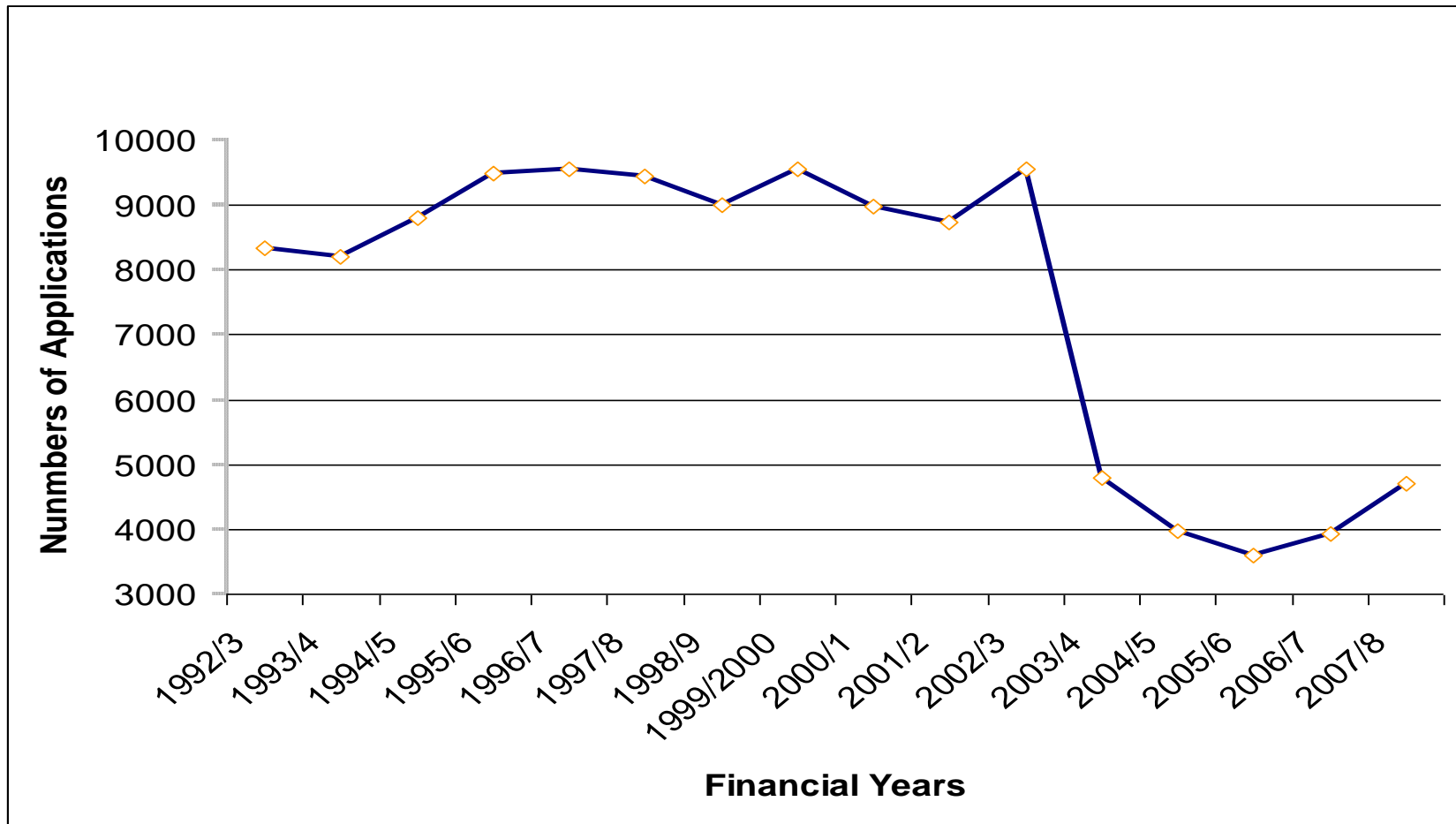


# Funding & Tax

- Funding targeted at brand development start-up companies;
- Incentives for companies to invest in brand development in the UK; and
- Competitive UK tax regime to encourage companies to domicile and hold IP assets in the UK. – Review of fiscal incentives in comparison to that of other countries.



# UK Registered Design Applications





# Designs Review

- Bar Council
- British Brands Group
- CBI
- Chartered Institute of Patent Attorneys
- Federation of Small Businesses
- Institute of Trade Mark Attorneys
- International Federation of Intellectual Property Attorneys (FICPI-UK)
- IP Federation
- Law Society
- Designs Council



- UK Registered Design (UKRD);
- EU Registered Design (the RCD – Registered Community Design).



‘Monopoly’ right

- UK Unregistered Design Right;
- EU Unregistered Design Right.



‘non-Monopoly’  
right



- Introduction of criminal sanctions for infringement of a registered design;
- Tax Reform;
- UK Unregistered design right;
- Raising the profile of designs;
- Declaration of non-infringement and
- Ratifying the Hague/Geneva Treaties.