

CITMA The Chartered
Institute of Trade
Mark Attorneys

CITMA Q&A

CITMA Autumn Conference
Rising to the challenge
5th - 6th November

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Annual Report 2020

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Welcome

Adapting to a new way of working was a fundamental part of this year. We reacted to the situation and adapted to make sure our members were supported.

This report takes you through what we have done and some of the successes and wins – big and small – we have helped facilitate.

From Brexit to Coronavirus, we have tried to play a role wherever we can in ensuring our members were able to meet the challenges of the year.

Winning for members

We have no doubt that our biggest achievement of the year was securing a change to the UK address for service rules that will go some way to levelling the playing field for our UK-based members.

It was a challenging campaign to work on, not least doing it all remotely. Our members really engaged with what we were trying to achieve with plenty taking an active role in helping us to push this up the political agenda.

Events

Our events shifted online, meaning our programme was more accessible than ever regardless of your location. This allowed our members to attend more events than we have seen before.

Connecting with each other is even more important at a time like this – we were very pleased to be able to join members and see them keeping in touch via our coffee mornings and through their avatars at our Autumn Conference.

Our work

Through our Law and Practice Committee we help members to stay on top of what is going on in our profession, as well as maintaining vital links and responding to consultations from key organisations including the UK IPO, EUIPO and WIPO.



Richard Goddard, President

Education is very important and we are pleased to report some real developments in this area. You will continue to see the benefits of this work in the coming years.

We have also seen great successes too in our advice clinics, and the engagement in our CITMA Paralegal activities including a brand new committee.

We have made a conscious effort to continue to push forward diversity and inclusion initiatives and support the work of IP Inclusive through our events and our content.

We would like to thank all our members who have supported us throughout the challenges of this year, particularly those on our working groups and committees.



Keven Bader, Chief Executive

We would like to thank all our members who have supported us throughout the challenges of this year.

We continue to work hard for our members. To ensure we keep up the good work, and in the right areas, we consulted on and renewed our strategic objectives for the next three years. This will enable us to deliver more of what our members really need from us.

We have an exciting, yet challenging time ahead which we are very much looking forward to. In the meantime, please enjoy this roundup of a challenging but successful year.

Richard Goddard, President
Keven Bader, Chief Executive

2020 in numbers

Total number of members:

1,702



Website visitors:

110,982



Members who attended 5+ events:

791



New members:

123



Contacts made via our directory:

8,050



Webinar attendees:

5,230



Students who passed CITMA Paralegal Course:

78



Advice clinics requested:

150+



Putting forward a new strategic plan

In 2020 we developed our plan for the next three years. The plan, and our new strategic objectives, are the foundation that will allow us to achieve our vision to be recognised as one of the world's leading organisations for the development, promotion and protection of the trade mark legal profession.

Our strategic plan was formulated in close consultation with our members. It reflects their priorities and concerns and is designed to support them as they respond to the challenges and opportunities arising in the next three years.

The new plan's publication comes four years after we were awarded our Royal Charter. It builds on the work we have undertaken in the intervening period and is firmly focused on meeting the future needs of our members as we lead the profession during a critical period.

Our objectives recognise the industry's international dimension and the importance of equipping our members with the skills to flourish throughout their careers. We also emphasise our commitment to championing the intellectual property profession and inspiring a positive, inclusive culture.

It builds on the work we have undertaken in the intervening period and is firmly focused on meeting the future needs of our members as we lead the profession during a critical period.



Our strategic objectives for 2021-2024 are:

1 To passionately represent and promote the interests of the membership and the wider profession.

2 To equip, support and develop our membership to be competitive and successful both nationally and internationally.

3 To encourage and facilitate engagement in our work to enhance the profession and the organisation, inspiring a positive, healthy and inclusive culture.



We are confident that our 2021-2024 strategic plan and its objectives will serve the needs of our members and the profession throughout what will undoubtedly be a challenging period.

The four key activity areas that we have identified in our strategic plan will enable us to achieve our objectives are:

Represent and support our members

We recognise the significant challenges created by Brexit and COVID-19 and we will support our members to respond. In the process we will identify new opportunities for our members and promote the strengths of our profession, fostering strong alliances with key stakeholders including the UK IPO, WIPO and the EUIPO.

Equip our members

We will support our members' career and skills development with an innovative and engaging programme of events, thought-leading information and learning opportunities.

Promote our members and the profession

We will champion the importance of intellectual property, and the value our members provide in protecting it, on a national and international stage.

Influence a positive culture

It is our ambition that diversity and inclusion are intrinsic and celebrated characteristics of our profession. We will work closely with relevant organisations to achieve this.

Address for service

To support our members, we led a campaign to get the UK's rules on address for service changed. The profession came together to support and push for the change to be put into law.

As of 1st January 2021, only a UK, Gibraltar or Channel Islands address is allowed on new proceedings before the UK Intellectual Property Office (UK IPO).

The enactment of legislation confirming this, as our President Richard Goddard said, "helps protect the UK's world-leading intellectual property environment, those who work within it and the businesses who rely on the expertise of UK IP legal professionals."

"It is in the interests of IP owners with UK rights to have a qualified professional who is familiar with UK law and practice advising them." Yet, as late as November 2020, this outcome was not guaranteed – and we were working hard to get it over the finish line.

Dedicated campaign

In April 2020 we began a dedicated campaign to ensure that Government was "alive" to the issue of representation and address for service (AfS). This involved a two-pronged strategy to influence the IP minister directly through Parliamentary channels and indirectly through media, member and ally engagement.

Our members answered the call to action – with more than 50 actively engaging with their local MPs, ministers, local media and encouraging their firms and colleagues to support the campaign.

MPs, peers and key influencers were briefed. Parliamentary questions were sent to key figures, and ministerial letters sent to BEIS, HMT, MoJ, DCMS, International Development and No.10. The issue was raised at the July IP All



Party Parliamentary Group (IP APPG). Contact continued with submissions to the Lords EU service sub-committee and the Committee on the Future Relationship with the EU.

Consequently, Lord Smith of Finsbury, Lord Clement-Jones and Baroness Neville-Rolfe were among influential figures who submitted written Parliamentary Questions on the issues

of rights of representation for UK professionals before the EUIPO and UK AfS.

The UK IPO published a consultation on AfS. After submitting our own response, we encouraged allies and members to do likewise through meetings and information sessions, and the preparation of template letters.

Overwhelming support

UK IPO Chief Executive Tim Moss told our Autumn Conference delegates that the UK IPO was treating the issue of AfS as “a top priority”. Subsequently, the Government reported on its proposal on changes to AfS. Ninety-two per cent of respondents favoured the change, saying it would have a positive impact on their business.

Ultimately, the Government announced that changes would be made and the legal means to bring in changes to the UK IPO address for service rules was laid before Parliament.

The ‘statutory instrument’ tabled by Minister for IP Amanda Solloway MP removed reference to the European Economic Area (EEA) and meant that only a UK, Gibraltar or Channel Islands address is allowed on new proceedings before the UK IPO after 1st January 2021.

New trade mark, design and patent applications and oppositions need a UK AfS. A UK AfS is not required for the renewal of existing registered or granted rights. The two million EU TM and RCD rights re-created on the UK register will not need a UK AfS in the three years following the end of the transition period.

We join Tim Moss in welcoming the legislation. The changes – as Moss said – “will help to establish more of a level playing field for the UK”.



Brexit

Supporting our members on the implications of Brexit has been a key focus since 2016 – this year would mark an important final step before the end of the transition period.

This year we focused on continuing to push for the best outcome for IP rights holders and our members, as well as ensuring the trade mark profession was well informed and ready for the end of transition.

The UK's formal departure from the EU finally took place on 31st January 2020. This signalled the start of a transition period which would end on 31st December 2020 at 11pm.

We made sure that intellectual property continued to be an important topic when it comes to how the economy works post-Brexit. Our lines into the UK IPO, EUIPO and conversations with parliamentarians ensured this happened.

One of the key pieces of work we undertook during the year was making the argument for changing the rules on UK address for service. Read more about our successful campaign on page six.

Liaison with key stakeholders

Our close relationship with both the UK IPO and EUIPO provided us with the opportunity to give our members exclusive information first – often information that was not published elsewhere.

Throughout the year we had regular meetings with senior officials at the UK IPO and EUIPO. This allowed us to feed directly into many of the key decisions made on the practical steps being taken by both offices.

Despite more changes to the holder of the IP ministerial portfolio, we maintained dialogue with Chris Skidmore MP and Amanda Solloway MP during the year. In the second half of 2020 our conversations with Ms Solloway were focused on our campaign to change UK address for service rules.



There was a lot of uncertainty for our UK-based members on what would happen in practice in terms of how they interact with the EUIPO. We were able to provide clarity on user accounts,

what was included as an 'ongoing proceeding', and the practicalities of what would be permissible after the end of the transition period.



Creation of comparable UK rights

With the upcoming creation of some 2 million comparable UK rights ‘cloned’ from EU trade marks and registered community designs on 1st January 2021 it was an important time of preparation.

The final scheme implemented by the UK IPO mirrored the ‘Montenegro’ model we proposed back in 2016.

We worked closely with the UK IPO, providing feedback and suggestions on the scheme. As well as passing on

vital information to our members on the practicalities of how the creating of these comparable rights would work.

We raised a number of possible issues and items that needed clarification, many from our members, directly with the UK IPO and shared this information with our members. This provided further help in their preparations.

Keeping our members informed

We provided regular email communications and updates. We shared news and resources in a dedicated website section too.

When official updates were published by either the UK IPO or EUIPO we made sure members were informed. Often we saw advanced copies of these notices; or at least had notification of when they were due to be published. This allowed us to tell our members as soon as they were publicly available.

We also held a Brexit webinar – attended by more than 25% of our members, and Brexit was an important topic of discussion at our Autumn Conference.

Our design and copyright working group produced a guide for members to post-Brexit designs, both registered and unregistered.

While our focus was on trade marks and designs, we kept our members informed of the implications for other rights including geographical indications.

Supporting our members

2020 was a unique year. In the face of the COVID-19 pandemic we supported our members with a balance of professional information and wellbeing advice. At the same time, we continued to pursue our objective of promoting diversity and inclusion.

Our response to Coronavirus

Coronavirus created a unique combination of challenges for business continuity and individual welfare.

To help our members we established an online Coronavirus hub containing the latest information, including updates from the UK IPO and advice about changes to important deadlines for trade marks and designs. This was augmented with regular email communications to keep members informed.

We adapted our core events and CPD sessions, that were not already online, to the digital environment and increased their frequency. This ensured members could continue to

benefit from excellent learning and social opportunities, despite lockdown restrictions.

At our Autumn Conference we pioneered avatar technology to replicate in-person networking, an approach that proved popular and successful.

On a smaller scale, we organised Zoom coffee mornings to allow like-minded people in the different membership groups to make new connections and catch up with those they already know as they might at in-person events.

Throughout the year, we published articles containing advice to support home working members on topics such as maintaining productivity and protecting mental health.

Diversity & inclusion

Ensuring that our profession is welcoming, accessible, and offers equal opportunity for all is one of our core objectives. This year we have continued to play a key role in IP Inclusive, promoting its events and supporting its campaigns.

With the goal of encouraging career entrants from diverse backgrounds to consider a career in trade mark legal practice, we held a talk as part of Careers in Ideas Week. The panel featured three speakers with very different life and career stories who highlighted the wide-ranging opportunities our sector offers to all.

Through CITMA Review we explored diversity and inclusion topics with cover features on pride, social mobility, and neurodiversity.

Wellbeing

This year highlighted the importance of mental health and wellbeing when boundaries between work and home were increasingly blurred.

We strengthened our involvement with mental health advocacy charity Jonathan's Voice, with CITMA Council member Oscar Benito joining its advisory board. We were pleased to promote the charity's new booklet to our members. The booklet offers



advice on how to care for our mental wellbeing, recognise when others need support and how to take the first steps to get help. To further support this we held a webinar on the importance of mental health first aiders in the workplace.

We were delighted that **LawCare** joined us with a virtual stand at our Autumn Conference. LawCare supports mental health and wellbeing in the legal community and we continued to promote its services throughout the year.

The **CITMA Benevolent Fund** exists to support members of the trade mark profession and their families experiencing financial hardship. This year the fund was swelled thanks to the £1931.44 raised at the CITMA Annual Quiz. Half was allocated to the Fund and half to Great Ormond Street Hospital.

Promoting our members' work

Communicating the value of intellectual property protection and promoting the importance of working with Chartered Trade Mark Attorneys to the business community is an important way we can help generate opportunities for our members.

In 2020 we devised and implemented a content-led campaign to raise awareness of intellectual property protection and boost engagement with medium to large businesses.

The brand-rich food and drink sector was selected as the focus area; its diversity and consumers' familiarity with key brands meant that the campaign would resonate with a broad audience.

Beyond the general target of raising awareness, the campaign aimed to increase opportunities for members by prompting business leaders to seek out the services of Chartered Trade Mark Attorneys via our Find a Chartered Trade Mark Attorney directory.

What we did

We created and collated a variety of digital assets in collaboration with firms and members. These included 19 blogs and three video case studies which were designed to engage, entertain and inform audiences about the benefits and challenges of protecting intellectual property in the food and drink sector.

Throughout the campaign, we emphasised the role, skills and expertise of Chartered Trade Mark Attorneys.

We used targeted advertising to promote this content to relevant social media groups including people with an interest in the food and drink sector, and the wider business-owning community.

We ensured that every piece of content linked clearly to the Find a Chartered Trade Mark Attorney directory so that readers and viewers could act on what they had learned.

Before we launched the campaign, we worked with members to inform them of the benefits of promoting their Chartered status in workplace biographies to distinguish themselves from other practitioners.

They were also encouraged to update their Find a Chartered Trade Mark Attorney directory profiles to maximise their opportunity to benefit from the increased traffic generated by the campaign.

High engagement

The campaign delivered impressive engagement figures, particularly via video channels:

Total unique blog and case study views: **30,000+**

Total video views on YouTube and Facebook: **100,000+**

The most popular blog topics reflected the general interest in questions of brand power and protection. "How McDonald's lost its Big Mac trade mark" was the most-read blog, while "How do supermarkets get away with 'lookalike' own brands?" also proved popular.

Increase in opportunities

During the campaign period we registered 1,975 clicks from members' directory profiles through to contact by email, or visit their firm's website. On average we saw 60% more attorney contacts per day via the directory during the campaign period compared with the average in 2020 prior to the campaign.

We also recorded a rise in members highlighting their Chartered status in their corporate biographies, now at 70% compared to 50% in 2019.

Ultimately, this campaign laid a strong blueprint for further activities to boost the profile of our members and the valuable work they do.

Membership

We maintained steady membership numbers in 2020, although this was the first time since 2015 that our membership did not grow in size.

At the end of 2020 we had 1,702 members on our books, compared to 1,712 at the same point in 2019.

Notably, there was a drop in new student members which may be an early indication of the pressures being exerted on career entrants.

We were pleased to welcome 62 CITMA Paralegal members, many who joined us on completion of the CITMA Paralegal Course in the autumn. Doubling the number who joined the previous year.

We also saw a rise in the number of Chartered Trade Mark Attorneys (Ordinary members and Fellows) year-on-year from 823 in 2019 to 828 this year.

Total members in 2020

Member category	Total number of members
Affiliate	19
Allied	56
Associate	135
CITMA Paralegal	362
Fellow	37
Honorary	14
Ordinary	791
Overseas	141
Retired	13
Student	134
Total	1,702

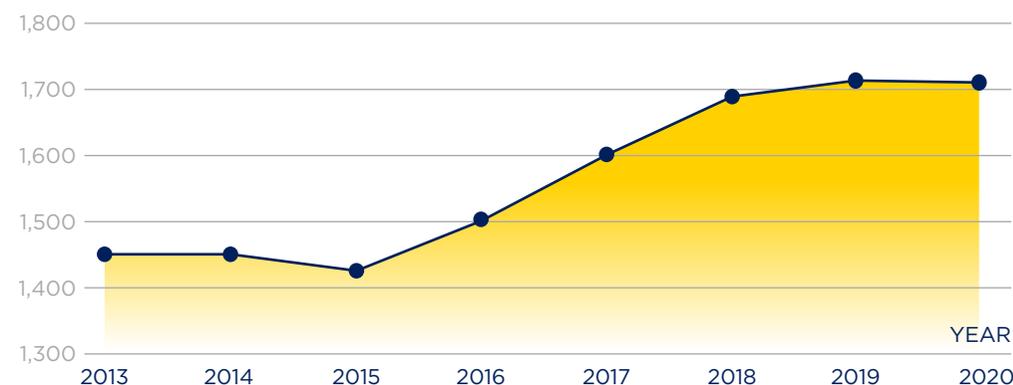
New members during 2020

Member category	Total number of new members
Allied	6
Associate	4
CITMA Paralegal	62
Honorary	1
Ordinary	15
Overseas	9
Student	26
Total	123

Fellow and Retired categories did not see any new members in 2020 and Affiliate is not open to new joiners.



Membership growth



CITMA Paralegals

We have supported CITMA Paralegal members throughout 2020, delivering a wide range of CPD opportunities alongside new initiatives aimed to build a spirit of community in the absence of face-to-face networking events.

These included our popular virtual CITMA Paralegal coffee mornings, which gave attendees the chance to share experiences and insight with peers in similar roles.



CITMA Paralegal Committee

To give a greater voice to and be a driving force behind our work to provide more learning and development opportunities for CITMA Paralegals we set up a new committee.

The new committee will help us to put on more events dedicated to CITMA Paralegals, while ensuring their relevance and supporting us in raising their profile within the profession.

The new group will also be looking at how the competencies outlined in the CITMA Paralegal competency framework can help increase the skillsets of those in the profession.

CITMA Paralegal CPD

2020 was the second year of our CPD scheme that helps paralegals develop and maintain professional skills.

The 247 paralegals who are registered for the scheme undertook eight hours of self-certified CPD. Many chose to do so through our programme of webinars and virtual events on a diverse range of topics designed to support career development.

It has been encouraging to see such commitment to honing expertise during a difficult year.

CITMA Paralegal Course

Like most educational settings in 2020, delivery of the CITMA Paralegal Course was affected by COVID-19.

As a result, the examination was delayed until the autumn. Nevertheless, 78 students successfully passed the course, with Christine Bett from Murgitroyd & Co achieving the top mark with a score of 100%. Christine was awarded the Roy Scott Award for the highest mark achieved in the CITMA Paralegal Course.

Due to continuing restrictions, the 2020/21 course commenced slightly later than originally scheduled. It will be delivered entirely online to this year's 129 registered students.

CITMA Paralegal representative



In April, **Kane Ridley** succeeded Rebecca McBride and was appointed for a two-year term as CITMA Paralegal representative on our Council.

Kane is working to ensure the perspectives, priorities and concerns of the CITMA Paralegal community are raised with, and recognised by, the Council.

He is the representative through which the community can directly influence CITMA policy and decision-making.

Events

In 2020, we changed our events provision and provided more online than we ever have done before. This helped us to continue to meet the needs of our members and provide excellent learning and networking opportunities.

Our response to COVID-19 was swift, and we quickly converted our in-person lectures into webinars. During the year we provided the same number of events as we have in previous years.

We saw more members attend a greater number of events. 46% of our members registered for five or more of our events, compared with 23% in 2019. A greater provision of webinars is a significant factor in this, as physical location no longer impacted delegates' abilities to attend.

Going online

Our Events Committee supported us in pivoting our programme of in-person events to ten webinars, three online seminars and one avatar-based virtual conference from March onwards.

By converting our events programme to being completely online, our members were able to easily access

knowledge and equip themselves with the tools to continue being competitive and successful, all from the comfort and safety of their home.

In total, our 22 webinars had 5,230 registered delegates.

In late September, we welcomed over 100 delegates to a two-hour live-streamed mock case management conference (CMC) and hearing with questions from the UK IPO acting in the role of a Hearing Officer.

We worked closely with top barristers, Chartered Trade Mark Attorneys, the UK IPO and Nottingham Law School to create a case, skeleton arguments and a live experience to give our members an opportunity to better understand both how CMCs are conducted and how to represent their clients at a CMC and hearing.



The increase in our members registering for five or more of our events also lead to 10% of our members gaining at least 13 hours' CPD from CITMA events.

Coffee mornings

Although we were separated by distance, our members members took the opportunity to socialise and network in our regular coffee morning sessions that we started running from April.

Members had dedicated coffee mornings where they could connect with their peers, whether you were a student, a paralegal, a sole practitioner, or in-house counsel.

186 members signed up for over 20 coffee mornings that we held throughout the year.



Not just another Zoom meeting

With the end of the transition period looming over the horizon, our Autumn Conference focused on the challenges facing UK practitioners and their international compatriots at our first ever virtual conference.

To create a memorable virtual conference experience, we used the latest digital technology to replicate the in-person atmosphere in our strictly no-Zoom zone avatar-based event.

Over 200 virtual avatars heard from the UK's best speakers in the trade mark community in a truly virtual experience where they could walk, converse through microphones or even play four in a row with fellow attendees.

Not all our events were able to go ahead. Our Spring Conference, Summer Reception and Christmas lunches were all postponed with the hope to begin offering in-person events at some point in 2021, when it is safe to do so.

Engaging with our members

We achieved one of our key aims of engaging more members with our content in 2020 – increasing the number of visitors to our website by more than half.

Online content

We continued to produce high quality content for our members, delivered via our website and shared with them directly on email and social media. This included more feature content we have provided before.

Wellbeing, diversity and inclusion were important themes for the year and we provided features and top tips throughout the year, particularly in the context of Coronavirus.

Up-to-date information on Brexit was also vital for our members and we continued to deliver the latest information via website, social media and email.

We have been keen to offer more content geared towards different cohorts of our membership. This year we launched a new hub for Student members with digital content, including videos, aimed directly at them on topics that include career development and mental wellbeing.

CITMA Review

With most members normally having their CITMA Review delivered to their work addresses, and international deliveries delayed and stopped to many countries – once we were in a lockdown we acted quickly to bring CITMA Review online.

From May onwards we replicated the content of CITMA Review onto our website as accessible web pages and sent each member an email version of the magazine.

This ensured members could still access the content in a new and engaging way.

It also gave us valuable data and for the first time we were able to build up a clear picture of the articles and topics which are of most interest to our members. The six issues we sent via email in 2020 resulted in more than 6,000 article views.

Email communications

Engagement remained strong with our monthly members' newsletter continuing to provide an excellent outlet to our content.

This year we aimed to have at least one strong feature or article in each edition of the newsletter, to pique members' interest and ensure they were receiving new information from it.

We also published and promoted feature content that was written specifically for email for the first time.

Growing LinkedIn

Towards the end of the previous year we identified LinkedIn as a growing area in which to engage with our members, who were using the platform in great numbers and more often.

We grew our LinkedIn following by nearly 1,000 during 2020 from 695 at the end of 2019 to 1,625 in 2020.

This is now a key part of our member engagement mix.

We also segmented our social media audience more, focusing our activity on Twitter towards businesses and showcasing the value of intellectual property. We in-turn focused our LinkedIn posts on content that would interest our members and IP professionals. This allows us to build a more engaged following on each platform.

Law and Practice

Our Law and Practice Committee leads our work on responding to proposed changes to IP law and practice on behalf of our members as well as keeping them up-to-date on the latest developments.

The UK Intellectual Property Office (UK IPO)

Our officers attended the quarterly marks and designs forum (MDF). We also attended regular UK IPO stakeholder meetings, particularly in relation to the impact of the Covid-19 pandemic on the profession and in the lead up to the end of the transition period for leaving the EU.

As has now become a custom, the committee hosted termly visits by senior officers of the UK IPO to its own committee meetings, which provides us with updates as to the latest and upcoming developments at the UK IPO. In return, we can raise directly with the officers of the UK IPO questions on matters of policy or particular points of practice that may be causing difficulty for our members.

The committee has also continued to work with the UK IPO in connection with its marshalling schemes of hearing officers.

European Union Intellectual Property Office (EUIPO)

Despite the cancellation of all in-person meetings with the EUIPO early in 2020 as a result of the pandemic, our officers and members of the various working groups sitting under the Law & Practice Committee continued to attend regular virtual meetings with the EUIPO throughout the year.

Our President, Richard Goddard, supported by our first Vice-President, Rachel Wilkinson-Duffy, attended the annual EUIPO User Meeting and our Immediate Past-President, Tania Clark, supported by our Chief Executive Officer, Keven Bader, attended the EUIPO's anti-scam meeting.



The EUIPO and copyright and designs working groups continued to attend meetings on convergence programmes 11 and 12 and the EUIPO stakeholder quality assurance and panel meetings throughout the year, as well as engaging with the new EUIPO customer panel.

The committee responded during the year to a number of EUIPO consultations and questionnaires regarding CP initiatives and user engagement, including the draft updates to the latest version of the EUIPO official guidelines.

World Intellectual Property Organisation (WIPO)

While the annual WIPO meetings in Geneva were cancelled, the committee continued to collaborate with the UK IPO and WIPO throughout the year on substantive issues relating to international registrations, including ensuring that the issues raised within the UK position paper listing our priorities continued to be focused on by the international bureau as a short-term priority.

The WIPO working group contributed to the Joint Statement submitted to WIPO regarding Provisional Refusals, which was co-signed by MARQUES, AIM, ECTA and APRAM.

European Sister Organisations

The annual meeting of the European Sister Organisations, which was due to be held in Turin in March, was cancelled due to the COVID-19 pandemic.

This annual meeting of European stakeholder associations, including representatives from APRAM, BMM, GRUR, ECTA, MARQUES and UNION, whose principal interest is in trade marks and designs, normally provides a useful forum for discussion of matters of mutual interest in the field, including the impact of Brexit.

Issues normally raised during the course of the annual meeting were instead raised by the committee with the European Sister Organisations through informal virtual meetings or correspondence.

Litigation

The litigators' working group continued to attend the IP court and Intellectual Property Enterprise Court (IPEC) users' committees and its review of IPEC guidelines. Our annual Litigation Seminar was held virtually in November and once again it was well attended.

Organisation of the marshalling scheme with the IPEC judges continued in a limited virtual form.

Organisation of the marshalling scheme with the IPEC judges continued in a limited virtual form. Discussions regarding the possibility of expanding the marshalling scheme to High Court judges were ongoing.

Designs & copyright

Despite the impact of the pandemic, the Design and Copyright working group had another busy year, including organising a popular webinar near the start of the first UK lockdown on the interplay between copyright and designs, jointly led by John Coldham and Dave Musker.

Other work included contributing to the EUIPO guidelines on designs, providing comments to the UK IPO on Brexit issues and providing updates to members and responding to the consultation on treatment of retained EU case law.

Other projects

The committee continued to review case referrals to the General Court and European Court of Justice.

In respect of emerging markets, the committee continued to liaise with the UK IPO attachés for China, south east Asia, India and Brazil.



Education

This year we laid the groundwork for re-focusing how we look at the continued development of our members throughout their career.

Focusing on learning and development

Continuing to evolve the learning and development opportunities we provide is essential to supporting the modern-day attorney.

In a post-Brexit environment, the domestic setting becomes even more important as the work of many of our members is likely to be more focused on the UK than before.

To help achieve this we re-shaped the remit of the education committee, and renamed it the Education, Quality and Standards Committee.

The committee is looking at all areas of learning, not just the education pathways. It is also working more closely with the Events Steering Group to ensure our events deliver suitable learning and development outcomes for our members, and looks at how the advanced competency framework for

Chartered Trade Mark Attorneys comes into this provision.

Developing Chartered Trade Mark Attorneys

As part of looking at the continuing development of our members, we launched our advanced competency framework for Chartered Trade Mark Attorneys in early 2020.

The framework is intended to be an aid to the progress and development of Chartered Trade Mark Attorneys and can be used to demonstrate progression. It can also be used by line managers, senior/department managers, trainers, and HR departments within firms to identify key competences and help identify skills gaps.

It gives an overview of the standards and knowledge expected of Chartered Trade Mark Attorneys. We worked



with attorneys and experts in the legal sector to put the framework together.

The framework includes technical skills, related to understanding of legislation and management of trade marks and designs, and general skills such as communication, conduct and ethics, self-awareness and development.

Accreditation consultation

In 2020 IPReg launched a consultation on the procedure for withdrawing accreditation of courses which provide the route to qualification as a trade mark attorney.

Our response was supportive of the proposal. We said: “There must be a clear and transparent process for the withdrawal of accreditation which should be used in exceptional circumstances.

“However, there are some areas that we would like to see explored further or clarified. Whilst it is appreciated that this consultation concerns a ‘high-level’ procedure more detail will be required to avoid confusion and misunderstandings.”

Monitoring course providers

We continued to monitor and respond to the needs of those seeking to qualify as a trade mark attorney. This is both in our role as the approved regulator and as the professional body for trade mark attorneys.

Our aim is to continue to be a driving force in improving the content and delivery of the trade mark attorney qualification courses.

In 2020 we surveyed our Student members to gather up-to-date opinion on recent experiences on the qualification pathways. The results of which will feed into some of our work in 2021.

Education pathways

Queen Mary University of London (year one students)

There were 41 students who registered on the programme for the Certificate in Trade Mark Law and Practice, with 39 passing the course. Two students are resitting this year.

Bournemouth University (year one students)

There were 13 students who opted to take the Postgraduate Certificate in Intellectual Property course as the route to becoming a qualified Chartered Trade Mark Attorney, with all passing the course.

Nottingham Law School (year two students)

There were 41 new students enrolled on the Professional Certificate in Trade Mark Practice course, with 37 passing first time. Four students have assessments in the 2020/21 academic year.

There were also six students from previous years, which does include two students who had deferred studies from previous years. Four of those students passed and two students have assessments in 2020/21 academic year.



Student representative

Eve Brown replaced Becky Knott as the student representative for a two-year term.

Eve attends our Council meetings, directly influencing the discussions and decision-making process. The position is designed to offer more diversity and a broader representation of the membership on our Council.

Advice clinics

Our re-launched trade mark advice clinics proved to be a big hit with businesses, with more than 150 engaging.

We re-launched our offering online in September. The online format allowed far greater flexibility both for those needing advice and for the volunteers providing it. There was now no need to be in London at a set time each month. The clinics could take place from anywhere and at a time suitable to all involved.

More than 150 small businesses and entrepreneurs signed up to receive advice from Chartered Trade Mark Attorneys between September and December 2020 through our online clinics.

This represents a sizable increase in demand for the scheme, which had a total of 46 clinics in 2019, all in-person.

We were also successful in getting our members registered for the scheme, with more than 60 signing up. However, we will need more volunteers to meet demand in 2021.

We pair up businesses seeking answers to questions about their trade marks

with a specialist legal professional from our database of clinic volunteers. They offer 30 minutes' free advice on protecting trade marks and avoiding infringement.

All our volunteers are either Chartered Trade Mark Attorneys or other regulated legal professionals who are members.

Founder of the Brand Language Studio Rob Self-Pierson, who previously attended one of our advice clinics, said: "The clinic was full of interesting and useful information. I got exactly what I needed to begin my trade mark application, and work towards securing IP valuable to my business. A big thank you to the Chartered Trade Mark Attorney for sharing her knowledge with me."

Our free trade mark advice clinics have been running for more than 15 years and have helped hundreds of small businesses and can act as an introduction to potential clients for the attorneys involved.



Chartered Trade Mark Attorney at SH&P, Robin Webster, said: "The clinics are a great way to engage with business owners who are on the fence

about registering their mark and then to be able to support them through the process".

CITMA Awards

Every year we recognise the top trade mark students in the country with our annual awards. In 2020, we were delighted to present the following awards:

Highest mark achieved by a student member on the Trade Mark Law and Practice Postgraduate Certificate at Queen Mary University of London.

Jessica Guest
of Boulton Wade Tennant LLP



Highest mark achieved by a Student member on the Professional Certificate in Trade Mark Practice course at Nottingham Law School.

Oliver Gray
of Dehns



Highest mark achieved by a Student member on the Post graduate Certificate in IP at Bournemouth University.

Abigail Dews
of Marks & Clerk LLP



The Hogarth Chambers Award for the highest mark achieved by a Chartered Trade Mark Attorney on the Intellectual Property Litigation and Advocacy course at Nottingham Law School.

Becky Knott
of Barker Brettell



The Roy Scott Award for the highest mark achieved on the CITMA Paralegal Course.

Christine Bett
of Murgitroyd & Co



Although Government restrictions meant that we couldn't present the awards as usual at our Christmas Lunch, we look forward to congratulating the winners in person soon.



CITMA Council

Our CITMA Council is made up of members elected for a two-year term at the Annual General Meeting.

The CITMA Council oversees and makes decisions on business and strategy.

As at 31st December 2020 the members of Council were:



Richard Goddard
bp
President



Oscar Benito



Sanjay Kapur
Potter Clarkson



Catherine Wiseman
Barker Brettell



Rachel Wilkinson-Duffy
Baker McKenzie
First Vice President



Triona Desmond
Pinsent Masons



Jade MacIntyre
Allen & Overy



Catherine Wolfe
Boult Wade Tennant



Kelly Saliger
CMS UK
*Second Vice President
& Treasurer*



Mark Foreman
Osborne Clarke



Chris McLeod
Elkington & Fife



Kathy Wright
Astellas



Tania Clark
Withers & Rogers
Immediate Past President



Leanne Hall
Serjeants



Kate O'Rourke
Mewburn Ellis



Eve Brown
Marks & Clerk
Student representative



Ese Akpogheneta
British American
Tobacco



Daniel Hardman-Smart
Stobbs IP



Maggie Ramage
Edwin Coe



Kane Ridley
Keltie
*CITMA Paralegal
representative*

Council attendance

	January	February	March	April	June	September	November
Ese Akpogheneta	In attendance						
Oscar Benito	In attendance	Absent	Absent	In attendance	In attendance	In attendance	In attendance
Eve Brown (<i>Student rep</i>)	Not a Council Member	Not a Council Member	In attendance				
Tania Clark	In attendance	Absent					
Triona Desmond	In attendance	Absent	In attendance				
Mark Foreman	In attendance						
Richard Goddard	In attendance						
Leanne Hall	Absent	In attendance					
Daniel Hardman-Smart	Not a Council Member	Not a Council Member	In attendance				
Keith Havelock	In attendance	In attendance	Not a Council Member				
Natsha Hinds-Payne	Absent	Absent	Not a Council Member				
Sanjay Kapur	Absent	In attendance	Absent	In attendance	In attendance	In attendance	In attendance
Becky Knott (<i>Student rep</i>)	In attendance	In attendance	Not a Council Member				
Rebecca McBride (<i>CITMA Paralegal rep</i>)	In attendance	In attendance	Not a Council Member				
Jade MacIntyre	In attendance	Absent	In attendance				
Chris McLeod	In attendance	In attendance	Absent	Absent	In attendance	Absent	In attendance
Campbell Newell	Absent	In attendance	In attendance	In attendance	In attendance	Not a Council Member	Not a Council Member
Kate O'Rourke	In attendance						
Maggie Ramage	In attendance						
Kane Ridley (<i>CITMA Paralegal rep</i>)	Not a Council Member	Not a Council Member	In attendance				
Kelly Saliger	In attendance	In attendance	Absent	In attendance	In attendance	In attendance	Absent
Rachel Wilkinson-Duffy	In attendance	Absent	In attendance				
Catherine Wiseman	Not a Council Member	Not a Council Member	In attendance				
Catherine Wolfe	In attendance						
Aaron Wood	Absent	Absent	Not a Council Member				
Kathy Wright	Absent	In attendance	In attendance	Absent	In attendance	In attendance	In attendance

CITMA committees

Our committees are vital to assisting with the work we undertake to deliver against our strategic objectives.

Our Council creates the committees required to oversee the day-to-day work and these committees decide on the working groups necessary to carry out certain tasks or projects within the remit of that committee.

All committees and working groups rely on volunteer involvement from members. This ensures members are at the heart of everything that we do.

Our Events and Publications & Communications bodies are 'steering groups' and are there to generate ideas and advise staff in their areas.

<u>Events</u>	<u>Education, Qualification and Standards</u>	
Sarah Vaughan (<i>Chair</i>)	Kelly Saliger (<i>Chair</i>)	Eve Brown
Kelly Saliger	Mark Foreman (<i>Vice-Chair</i>)	Angharad Rolfe Johnson
Jade MacIntyre	Jade MacIntyre	Triona Desmond
Gus Bicknell	Charlotte Duly	Carin Burchell
Patricia Collis	Daniel Hardman-Smart	Ese Akpogheneta
Ian Collier	Lucy Walker	Tania Clark
Tracy Arch	Sanjay Kapur	Leanne Hall

Executive

Tania Clark (*Chair*)
 Richard Goddard (*Vice-Chair*)
 Kelly Saliger
 Kate O'Rourke
 Chris McLeod
 Catherine Wolfe
 Rachel Wilkinson-Duffy
 Maggie Ramage

Law and Practice

Rachel Wilkinson-Duffy (*Chair*)
 Catherine Wolfe (*Vice-Chair*)
 Karen Lee
 Jade MacIntyre
 Keith Havelock
 Oscar Benito
 Peter Vaughan
 Jonathan Thurgood
 Kate O'Rourke
 Eleanor Merrett
 Michael Lindsey
 Ese Akpogheneta
 Ian Bartlett
 Daniel Joy

Publications and Communications

Richard Hayward (*Chair*)
 Chris McLeod
 Mark Hiddleston
 Richard Goddard
 Rebecca Kaye
 Kathy Wright
 Triona Desmond
 Ashley Benjamin
 Michael Lynd
 Birgit Clark
 Jeremy Bridge-Butler
 Jennifer Heath

CITMA Paralegal

Daniel Hardman-Smart (*Chair*)
 Catherine Wiseman (*Vice-Chair*)
 Kane Ridley
 Lisa Waithe
 Paul Farrell
 Gail Nicol
 Patrick Henderson-Tucker
 Ian Collier
 Jennifer Whitfield

Our officers are ex-officio members of all committees:

Richard Goddard (*President*)
 Rachel Wilkinson-Duffy (*First Vice-President*)
 Kelly Saliger (*Second Vice-President & Treasurer*)
 Tania Clark (*Immediate Past-President*)

Honorary members and past presidents

Honorary members of CITMA

Honorary membership is awarded by our Council to individuals who have made a significant contribution to us over a number of years.

Ms J Attreed
 Mr W Beeston
 Mr I Buchan
 Mr I Davies
 Ms G Deas
 Mr D Evans
 Mr T Gold MBE
 Mr K Havelock
 Mr M Knight
 Mr M Padmore
 Ms R Stanger
 Mr K Storey
 Mrs V Tyers
 Mrs M Tyler

Past presidents of CITMA

Sir Edgar Sanders	1934 - 1941	Sheila Florence Lesley	1981 - 1983
James Noel Evans-Jackson	1942 - 1946	William John Andrew Beeston	1983 - 1985
Algernon Romaine Carpenter	1947 - 1948	Graham Alastair Albert Ball	1985 - 1987
James Noel Evans-Jackson	1949 - 1951	David Brian Lutkin	1987 - 1989
William Urquhart-Dykes	1952 - 1955	Donald Gordon Turner	1989 - 1990
John Conrad Arnold	1956 - 1956	Maurice Keith Padmore	1990 - 1992
Leslie Ashcroft Ellwood	1956 - 1961	Richard Charles Abnett	1992 - 1994
Rex Brown	1961 - 1962	John Alexander Groom	1994 - 1996
Maurice Frank Rowland	1962 - 1964	John Arthur Slater	1996 - 1998
Derek Rolfe Martin	1964 - 1966	Brian Herbert March	1998 - 2000
Lovell Strange Eaton Ellis	1966 - 1967	David Charles Evans	2000 - 2002
Ernest Schubert Wickenden	1967 - 1968	Ian Alexander Buchan	2002 - 2004
Julius Joseph	1968 - 1969	Stephen Richard James	2004 - 2006
Clifford John Forrester	1969 - 1970	Philip Warren Harris	2006 - 2008
Douglas Edwin Parker	1970 - 1972	Gillian Mavis Deas	2008 - 2010
Eric Raymond Wenman	1972 - 1974	Margaret Anne Ramage	2010 - 2012
Joseph Martin Wilson	1974 - 1976	Catherine Wolfe	2012 - 2014
John Lawrence Drury Oakley	1976 - 1978	Chris McLeod	2014 - 2016
Julius Joseph	1978 - 1979	Kate O'Rourke	2016 - 2018
Keith Richard Havelock	1979 - 1981	Tania Clark	2018 - 2020

Brian March

We were saddened to hear about the death of Honorary member and former President Brian March.

He was elected to our Council in 1988 and become President in 1998. His term was notable in many ways, he was instrumental in bringing about our change of name to include the word 'Attorneys'. Read more: citma.org.uk/brian-march

Thank you to our commercial partner:

CORSEARCH[®]

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