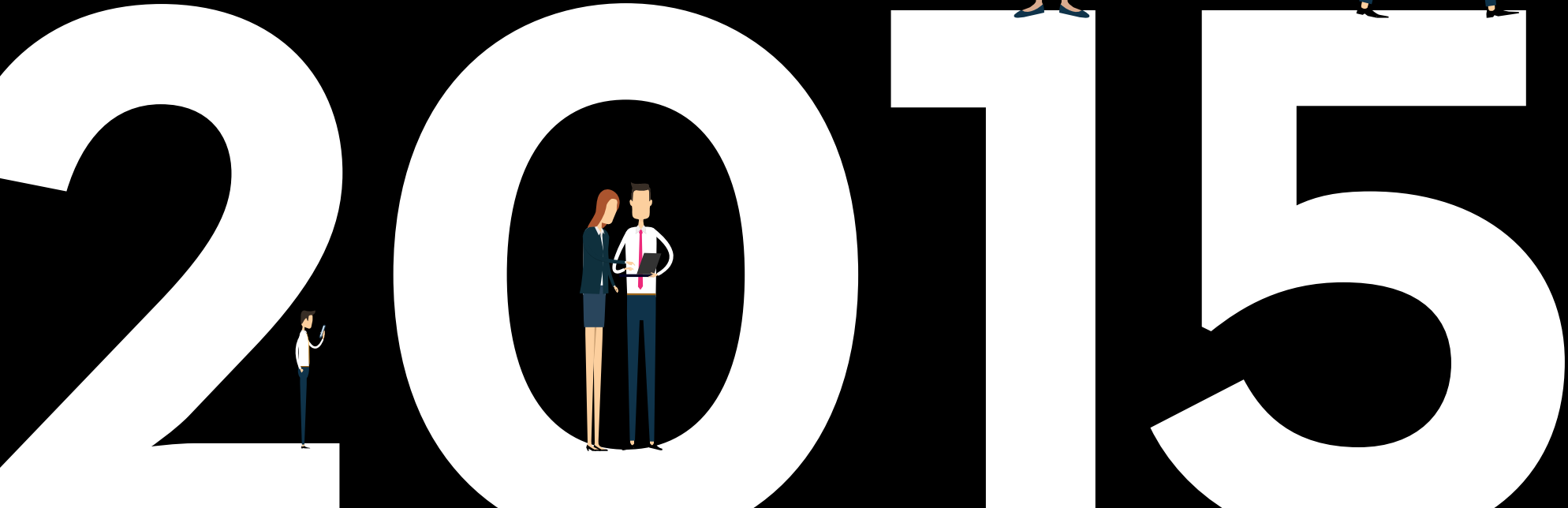


ANNUAL REPORT OF  
THE INSTITUTE OF  
TRADE MARK ATTORNEYS  
FOR THE YEAR



# Introduction by the President and the Chief Executive

We are very pleased to introduce the 2015 *Annual Report* of the Institute of Trade Mark Attorneys (ITMA).



*We are committed to improving membership engagement, and this was at the centre of much of our work during 2015*



ITMA President Chris McLeod (left) and Chief Executive Keven Bader (right)

**In 2015, ITMA saw significant developments in many areas of the organisation, while progressing with work from 2014.** It is easy to look back in an annual report, and indeed this document reflects on our achievements – but it also sets out the picture going forward, and we hope to continue developing what ITMA offers to the profession in 2016.

In January 2015, we launched the new ITMA website, a major piece of work that began in 2014. The website provides greater functionality and experience, both for users and the administrative office. It allows ITMA members to amend personal details and action activities such as booking for ITMA events and paying subscriptions, and has enabled members of the public to find qualified members for help and advice.

We are committed to improving membership engagement, and this was at the centre of much of our work during 2015. In the summer, we appointed a Head of PR & Communications and, towards the end of the year, secured a Membership & Engagement Officer to bolster our plans to develop and improve how we engage with members and how members engage with us.

Our work in this area was cemented by the outcomes of a review of our strategic objectives by the Council at an externally facilitated meeting in July. From the meeting, we established three key strategic objectives:

- **To be the pre-eminent body for trade marks and designs in the UK**
- **To represent, promote and engage the membership and the wider profession**
- **To equip and support our membership to be competitive and successful**

All the work highlighted in this report was carried out to help achieve these objectives.

In 2015, we saw major progress in our work towards an application for a Royal Charter. Following correspondence with the Privy Council Office (PCO) regarding our ‘Memorandum of intention to apply for a Royal Charter’, the ITMA Council agreed that a formal application should be submitted. In August, we filed our formal Petition, draft Charter and draft By-Laws. Over the following months, correspondence took place with the PCO on the draft documentation. It was pleasing to receive notification on 23 December that Privy Council Advisors were formally

content and that the next stage involves consideration from a legal perspective by the Attorney General. We hope for further progress during 2016.

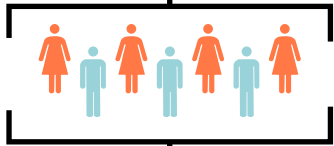
Towards the end of the year, we were delighted to see the formal launch of IP Inclusive. This is a task force, jointly set up by ITMA, the Chartered Institute of Trade Mark Attorneys (CIPA), the IP Federation, and the UK association of the International Federation of Intellectual Property Attorneys, to make the IP professions more inclusive, and to help IP professionals of the future to encourage, embrace and sustain a more diverse workforce. One of the major areas of development was the launch of a charter for equality, diversity and inclusion, which firms, organisations and companies can sign up to.

It is important to take a moment to recognise the time, effort and support of those members who volunteer to assist with the work of ITMA, as well as the employed staff. Volunteer work is vital to the effectiveness of the organisation. We thank all those involved throughout 2015. Meanwhile, 2016 promises to be another productive and important year for ITMA and the members we support, represent and promote.

# 2015 IN NUMBERS

MEMBERS

1,425



147

NEW MEMBERS



EVENTS ORGANISED  
BY ITMA

ATTENDEES AT  
CHRISTMAS LUNCH



554  
LONDON



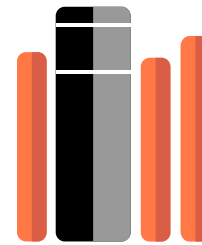
70  
LEEDS

4,500

CPD hours  
received by  
the profession  
through events

29

free CPD hours  
included in  
membership



75

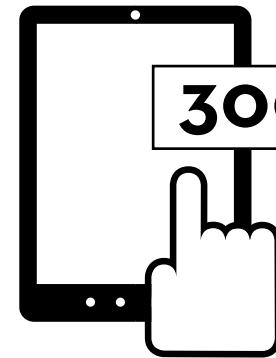
people passed  
the Trade Mark  
Administrators' Course



8

editions of the  
*ITMA Review*

300,000



WEBSITE PAGE  
VIEWS ON  
ITMA.ORG.UK



19,983

MEMBER SEARCHES ON  
ITMA.ORG.UK

since 16 April 2015

# What we do and our vision

ITMA's vision is to be recognised as one of the world's leading organisations in the development, promotion and protection of the trade mark legal profession. We want to be valued by our members and seen as an important source of professional knowledge in the field of IP law, with a focus on trade marks and designs.

**In 2015, to help to continue achieving this vision, ITMA's Council re-evaluated our strategic objectives to reaffirm a commitment to our members and realign the work we do.**

ITMA's three strategic objectives are:

- To be the pre-eminent body for trade marks and designs in the UK
- To represent, promote and engage the membership and the wider profession
- To equip and support our membership to be competitive and successful

In 2015, ITMA made formal moves to apply for a Royal Charter and submitted documents to the PCO. The draft Charter and By-Laws were accepted by the PCO and a decision is expected in 2016.

Receiving chartered status will be a boost to ITMA and to the profession, giving a greater sense of recognition for the work our members do. It will also allow those on the register of Trade Mark Attorneys to describe themselves as Chartered Trade

Mark Attorneys, giving them an enhanced ability to distinguish themselves in an increasingly competitive jobs market.

## How we are governed

ITMA is governed by a Council of elected representatives, all of whom are volunteers. Beneath the Council sit a number of committees, which are directed by the Council to deliver certain elements of ITMA's work. Each committee is led by a member of the Council and delegates tasks to working groups, particularly around the delivery of certain projects and work streams.

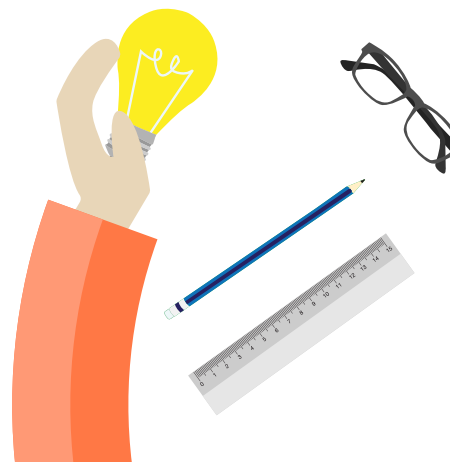
The Council and officers are elected from among the corporate membership at the Annual General Meeting (AGM) and serve a two-year term.

Chris McLeod continued as ITMA President in 2015, following election in 2014. Kate O'Rourke continued as First Vice-President, Tania Clark as Second Vice-President and Richard Goddard as Treasurer. In

addition to the officers, Catherine Wolfe remained on the Council as the Immediate Past President.

The committees in 2015 were:

- Education  
Oversees the education programme for members. Runs the Trade Mark Administrators' Course and leads on advising people looking to join the profession
- Events  
Leads on ITMA's events programme, organising the 50+ events ITMA holds for its members every year, ensuring quality and relevance to members
- Executive  
Oversees and scrutinises finance, governance and core business
- Law & Practice  
Discusses impact of changes to IP law and practice. Responds to consultations and works closely with organisations including OHIM, IPO and the World Intellectual Property Organization





- **Publications & Communications**  
Oversees and approves direction of ITMA's communications and publications

### **Finance**

The Council maintains close control of ITMA's finances. Quarterly management accounts are produced and delivered by PKF Littlejohn LLP. These are scrutinised by the Chief Executive, Treasurer and Executive Committee. The Executive Committee is also responsible for the general oversight of ITMA's financial transactions and identifying any issues to the Council for further discussion or recommendation. The management accounts and the fully audited set of annual accounts are signed off by the ITMA Council. The audited accounts for 2015 saw an increase in ITMA's financial reserves by approximately £35,000, which was in line with the budget set for the year.

In 2015, ITMA made approximately £11,000 in donations for charitable purposes, the majority of which was to ITMA's Benevolent Fund.

### **Regulation**

ITMA has continued to fulfil its obligations as an Approved Regulator, as defined in the Legal Services Act 2007. We have achieved this primarily through overseeing the functioning of our regulatory arm – IPReg.

This activity has principally been undertaken by the Executive Committee, which monitors,



***The annual accounts are signed off by the Council, and 2015 saw an increase in ITMA's financial reserves by approximately £35,000***

reviews and considers the plans and policies that IPReg has produced during the course of the year, feeding back its comments to both the Executive Committee and the Council.

In addition, the President and First Vice-President attend meetings of the Approved Regulators Forum, set up by IPReg, ITMA and CIPA as a vehicle to discuss any issues in an informal

setting. The Regulation Working Group also considers developments and consultations in the wider legal sector, commenting when there is a particular perceived impact on the profession and the membership.

We have maintained close contact with the Legal Services Board (LSB). We have had one-to-one meetings with the Chairman and Chief Executive of the LSB, which has provided a good forum for exchanging thoughts about the regulatory landscape and the challenges and changes that the future might bring.

# Membership

Members are the core of every professional membership organisation. ITMA's membership numbers have remained steady over the past few years and, at the end of 2015, we had 1,425 individual members.

## **In 2015, ITMA welcomed 147 new members.**

The majority of the growth in membership came from student and administrator members. Fifty-one members were elected to the Ordinary category – this included 40 who were previously in another category. ITMA conducted a consultation on the future of the administrator category of membership, which asked members from all categories how ITMA could better support these members. Among other items, the consultation asked whether the term “paralegal” would better reflect the roles and responsibilities of the profession, and whether a continuing professional development (CPD) requirement could help boost training and development. Provisions based on the consultation will be implemented in due course.

## **As at 31 December 2015, ITMA's membership was:**

ADMINISTRATOR MEMBERS	115
AFFILIATE MEMBERS	49
ALLIED MEMBERS	27
ASSOCIATE MEMBERS	168
FELLOWS	53
ORDINARY MEMBERS	628
ORDINARY OVERSEAS MEMBERS	7
OVERSEAS MEMBERS	194
RETIRED MEMBERS	13
STUDENT MEMBERS	171
<b>TOTAL</b>	<b>1,425</b>

## **In 2015, 147 new members were elected:**

ADMINISTRATOR MEMBERS	31
AFFILIATE MEMBERS	0
ALLIED MEMBERS	3
ASSOCIATE MEMBERS	9
HONORARY MEMBERS	0
FELLOWS	0
ORDINARY MEMBERS	51
OVERSEAS MEMBERS	5
RETIRED MEMBERS	0
STUDENT MEMBERS	48
<b>TOTAL</b>	<b>147</b>



# Events

Networking and education are both key to our members' continued success. Through our extensive programme of events, our members are able to network and build excellent contacts to help grow business, as well as develop their knowledge through our CPD-accredited sessions.



## Educational events

Through events, members get the chance to hear from experts inside and outside the profession on the latest law and practice developments, helping to keep their knowledge up to date and develop further understanding of the profession. In addition, they can demonstrate continuing professional development (CPD) by attending events, contributing to the regulatory requirements for registered Trade Mark Attorneys.

Ranging from smaller regional events to full conferences, seminars and webinars, members receive free or discounted rates and can meet their full regulatory requirements through ITMA events.



Dedicated regional working groups have ensured that events take place across the UK, bringing events and education opportunities to all members. Webinars ensure all members can access ITMA's educational events programme from the comfort of their home or office.

## Social and networking events

Making contacts within the profession and beyond is important for building business and for professional development. ITMA helps facilitate this through a series of networking events throughout the year in locations around the UK.

In December, 554 members and their guests packed into the Hilton on Park Lane, London, for the ITMA Christmas Lunch. Some 120 members attended the

ITMA Summer Reception, while many more attended events in locations across the country.

ITMA's Gala Dinner at Madame Tussauds in London, part of the Spring Conference, attracted well over 150 guests. The annual conference attracts members and contacts from across the globe, allowing UK-based members to network with those from overseas.





# Education

Responsibility for education is an important part of ITMA's role - we continue to monitor the route to qualification and offer Trade Mark Administrators the chance to develop their knowledge and gain a qualification.

## Education

We continue to monitor the route to qualification for aspiring Trade Mark Attorneys and the performance of those examination agencies accredited by IPReg. We want to make sure that the courses maintain the standards expected by ITMA, IPReg and the profession.

Despite IPReg being the only body that can provide formal answers to specific questions about qualification, ITMA assists in signposting as students make their journey to qualification.

## Trade Mark Administrators' Course

ITMA's course continues to be recognised as the industry standard qualification for Trade Mark

Administrators, with 75 people passing the course in 2015. The successful candidates picked up their certificates at a ceremony in London's Canary Wharf.

In 2015, ITMA offered two ways to take the course - in person or online, via live webinars. Lectures are delivered by experienced Trade Mark Administrators and Attorneys. Topics covered include: how to register a trade mark, searches, renewals and maintenance, changes of ownership, oppositions, and cancellations. The course also touches on registered designs and domain names. It continues to be run by a working group of the Education Committee.

## Prize winners

At the 2015 ITMA Christmas Lunch in London, prizes were awarded to members who have excelled on the educational courses.



### ITMA award

Highest mark achieved by an ITMA member on Bournemouth University's Postgraduate Certificate in IP law course  
Sarah De'ath, BP



### ITMA award

Highest mark achieved by an ITMA member on Queen Mary University of London's Trade Mark Law and Practice Postgraduate Certificate course  
Amy Wood, Marks & Clerk



### ITMA award

Highest mark achieved by an ITMA member on Nottingham Law School's Professional Certificate in Trade Mark Practice course  
Annabel Hanratty, UDL



### Thomson CompuMark award

Highest mark achieved on the 2015 ITMA Trade Mark Administrators' Course  
Liam Peters, Wynne-Jones IP

## Queen Mary University of London

There were 54 students who attended the programme for the Certificate in Trade Mark Law and Practice, with 50 passing the course.

## Bournemouth University

There were 17 students who opted to take the Postgraduate Certificate in Intellectual Property course as the route to becoming a qualified Trade Mark Attorney, with 15 passing the course.

## Nottingham Law School

There were 25 students enrolled on the Professional Certificate in Trade Mark Practice course, with 21 passing first time. Three passed after referral, and one student deferred to 2015/2016.



# Communications

ITMA refocused its communications in 2015 to be more content driven and focused towards key messages. The year also saw the appointment of a full-time Head of PR & Communications to lead ITMA's communications, taking over from a PR agency, which had previously been appointed to maintain communications activities.

## Key messages

Working with three key messages, our communications took on a more focused approach in 2015. The messages ensured we were achieving a strong outcome with our communications, helping to change perceptions and build a stronger reputation for our members, the profession and ITMA.

The key messages are:

- Trade marks and designs are important to business
- ITMA is a leading organisation when it comes to trade marks and designs
- ITMA members are leaders in their field



### Social media

Twitter and LinkedIn continue to generate interest in ITMA, trade marks and the profession as a whole. The focus has been on promoting content that demonstrates:

- The importance of trade marks and designs to business
- ITMA as the authority on trade mark-related matters and a leading organisation
- The range of ITMA events

In the period from June to December 2015, ITMA's tweets were seen 204,211 times and interacted with 4,822 times. Four per cent of traffic to the ITMA website in 2015 came as a direct result of social media referrals, and, by December 2015, this was up to 5%, from just 1% in 2014.

### PR and media engagement

ITMA and its members contributed to raising the profile of trade marks through external media. ITMA President Chris McLeod was quoted in the *Guardian* on Nestlé's attempt to register the KitKat

shape as a trade mark, and appeared on BBC Radio Berkshire discussing royal trade marks. He also contributed articles to *Innovation Into Success*, *World Intellectual Property Review*, and *The London Economic*.

Jerry Bridge-Butler, Publications & Communications Committee member, discussed the Europcar trade mark case with Bloomberg, and ITMA members also proactively

released statements and press releases about a range of topics, including a rise in supermarket trade mark registrations and diversity in the IP profession.

### Email communications

Email is one of the main methods ITMA uses to communicate with members. In 2015, email was used to promote events and keep members informed about news. ITMA changed the platform used to send out email communications to Constant Contact from MailChimp, and over the year we witnessed a rise in the open rates and interaction with ITMA's emails.

On average, emails to members received a 31% open rate and a 3% click rate – although there was a notable increase towards the end of 2015.

### Website

In January 2015, ITMA launched a new website with an improved user experience. It brings a greater level of integration, allowing members to book events, update contact details and access exclusive information directly through the website.

In a bid to improve the user journey, and increase the number of pages and amount of time users spend on the ITMA website, the majority of existing content was given a refresh to ensure readability and consistency across the site. The imagery used on the website was also updated to improve the user experience and ensure pages are visually appealing.

These changes resulted in the number of unique visitors to the site increasing month to month during 2015. Unique visits were markedly higher than in 2014.

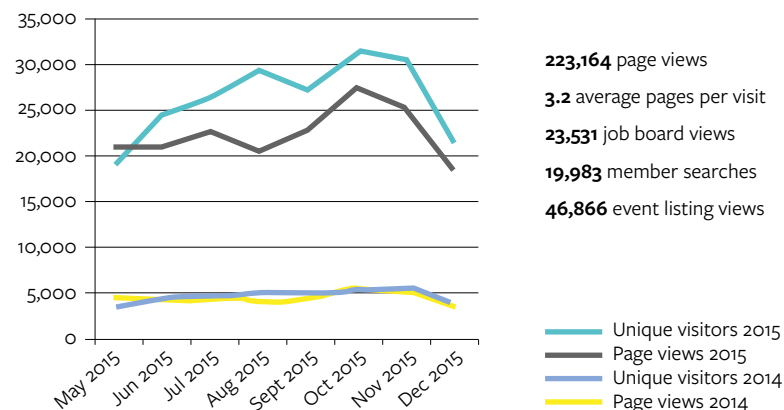
There were also important improvements made to the public-expert search function on the website, and the jobs board was made more appealing.

In 2015, there were more than 300,000 page views of ITMA's website, and nearly 20,000 recorded searches for members' details.

Email communications graph showing a noticeable increase in open rate towards the end of 2015



Website in numbers (May–June 2015)\*



“  
**ITMA's new website allows members to book events, update contact details and access exclusive information**

\*stats start at 16 April; data before this is unavailable

# Law and practice 2015

Trade mark and designs law and practice is constantly developing, and 2015 was a particularly active year for ITMA in this area.



Central to ITMA's activities are its positive relationships with the UK Intellectual Property Office (UK IPO), The Office for Harmonisation in the Internal Market (OHIM) and the World Intellectual Property Organization (WIPO).

## The UK IPO

ITMA's Officers and members of the IPO working group have attended the Marks and

Designs Forum (MDF), a quarterly meeting of various IP stakeholders that is hosted by the UK IPO. This continues to be a useful forum for discussing changes to UK trade mark and designs law and practice. A large number of topics have been reviewed in the MDF this year,

including the Intellectual Property Bill, Design Opinions Service consultation, threats and the UK IPO's five-year strategy.

ITMA's Law and Practice Committee welcomed UK IPO representatives to some of its meetings. This continues to be a useful forum for constructive debate on more routine aspects of trade mark and design law and practice, including the draft tribunal practice notice on genuine use of Community Trade Marks.

The committee has also been working with the UK IPO on the marshalling scheme of Appointed Persons and Hearing Officers.

As before, members of the committee had the opportunity to meet the UK IPO's country attachés to discuss amendments to, and issues the UK profession encounters with, the law in key emerging markets.

## OHIM

In April 2015, the Treasurer and President attended OHIM's user group meeting in Alicante. The meeting covered issues such as the OHIM Strategic Plan, acquired distinctiveness, amendments to OHIM's Guidelines, the European cooperation service and the Observatory.

OHIM British Day was held in London in September 2015. The morning sessions began with a meeting between OHIM representatives and members of the committee on specific issues of interest. This was followed by an open session in which OHIM discussed the updating of OHIM's Guidelines and the progress of the European Trade Mark and Design Network. The afternoon consisted of a series of workshops on OHIM's tools.

ITMA had also submitted a response to the consultation on changes to OHIM's Guidelines.

## WIPO

The WIPO working group had an active year, liaising directly with WIPO on a number

“  
*The Law & Practice Committee welcomed UK IPO representatives to some of its meetings*”

of projects. Some of the group's work involves technical improvements to the system; for example, the group has been actively encouraging the UK IPO to adopt WIPO software enabling the online filing of International Registrations (IRs). It has also been working with WIPO to create ROMARIN print-outs limited to a particular designated country. Other aspects of the work concerns more substantive legal issues, such as the issue concerning protection afforded to IRs in some African countries.

On 21 April 2015, ITMA also attended a WIPO meeting, at which various user groups were present.

### European sister organisations

The President and First Vice-President of ITMA attended the 2015 meeting of the European sister organisations in Milan in February 2015. This is an annual meeting of European stakeholders to discuss matters of mutual interest. It is also a useful precursor to the annual OHIM user group meeting.

### Designs and copyright

ITMA reviewed, among other things, the effect of the repeal of Section 52 Copyright, Designs and Patents Act 1988, and OHIM's Guidelines on Design Practice.

### Litigation

ITMA continued to participate in the IP Court and IPEC users' committees. It was involved in the consultation regarding the Chancery Modernisation Review and conducted its own review of attorneys' entitlement to recover costs in small claims cases. A response to the Ministry of Justice's open consultation on Court fees was also filed.

ITMA also continued to organise the marshalling scheme with the IPEC judges.

### Domain names

A new working group was created in 2015 dedicated to the issue of domain names. The group became a member of ICANN and submitted a response on ICANN's consultation on Rights Protection Mechanisms, among other things.

### Other projects

ITMA continued to review referrals to the European Court of Justice and responded to the publication of the updated draft of the bill on unjustified threats, backing up its original position of 2013.

*A new working group was created in 2015 dedicated to domain names. The group became a member of ICANN and submitted a response on ICANN's consultation on Rights Protection Mechanisms*



# Industry engagement and representation

An integral part of ITMA's work is promoting and representing the profession by responding to consultations on behalf of members and attending events to act as the voice of the Trade Mark Attorney profession.

ITMA has actively considered and responded to consultations with organisations like the UK IPO and Ministry of Justice on behalf of our members. By acting on behalf of the profession collectively, we can directly influence decisions in a positive way for our members.

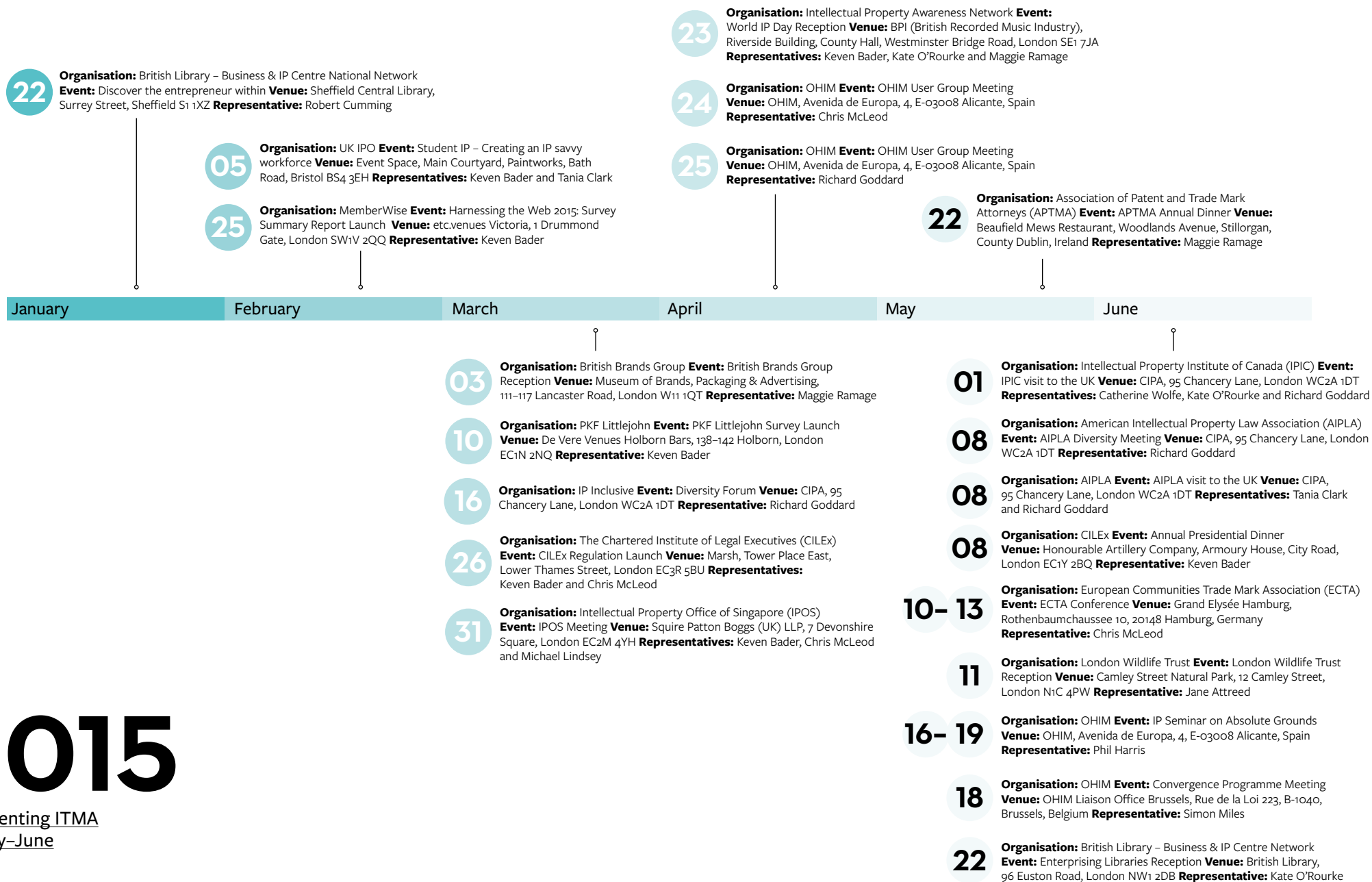
In 2015, ITMA responded to a range of consultations, including:

- The Ministry of Justice's consultation on court fees
- IPReg's 2016 draft business plan, budget and practice fees

- Proposed changes to the Registered Designs Act 1949
- WHOIS contact data and privacy (Nominet)
- The implementation of a Design Opinions Service via the UK IPO
- The rules governing appeals to the Appointed Person against design decisions of the UK IPO



The timeline below shows many of the events at which the profession was represented by ITMA



# 2015

Representing ITMA  
January–June

**02** **Organisation:** UK IPO **Event:** IP insurance for business: building confidence to innovate **Venue:** Association of British Insurers, 51 Gresham Street, London EC2V 7HQ **Representatives:** Keven Bader and Richard Hayward

**22** **Organisation:** Think Publishing **Event:** 2015 Re:member Launch **Venue:** The Ivy, 1-5 West Street, London WC2H 9NQ **Representative:** Richard Hayward

**14** **Organisation:** UCL **Event:** Question the trade mark judges **Venue:** UCL, Gower Street, London WC1E 6BT **Representatives:** Kate O'Rourke and Catherine Wolfe

**21** **Organisation:** China-Britain Business Council (CBBC) **Event:** UK-China IP Symposium **Venue:** The Royal Society, 6-9 Carlton House Terrace, London SW1Y 5AG **Representatives:** Richard Goddard and Catherine Wolfe

**21** **Organisation:** China-Britain Business Council (CBBC) **Event:** China IP Symposium Reception **Venue:** Royal College of Surgeons, 35-43 Lincoln's Inn Fields, London WC2A 3PE **Representatives:** Philip Harris, Kate O'Rourke and Catherine Wolfe

**16** **Organisation:** EW Group **Event:** Drinks Reception **Venue:** The Shard, 32 London Bridge Street, London SE1 9SG **Representative:** Keven Bader

**17** **Organisation:** EW Group **Event:** Drinks Reception **Venue:** The Shard, 32 London Bridge Street, London SE1 9SG **Representative:** Chris McLeod

July                      August                      September                      October                      November                      December

**10** **Organisation:** OHIM & IPO **Event:** OHIM British Day **Venue:** 10-11 Carlton House Terrace, London SW1Y 5AH **Representatives:** Richard Goddard and Kate O'Rourke

**02** **Organisation:** CIPA **Event:** Annual Debate **Venue:** Science Museum, Exhibition Rd, London SW7 2DD **Representative:** Keven Bader

**16** **Organisation:** Ministry of Justice (MoJ) **Event:** QC Selection Panel **Venue:** MoJ, 102 Petty France, London SW1H 9AJ **Representative:** Chris McLeod

**17** **Organisation:** Think Publishing **Event:** 2015 Re:member Results Event **Venue:** The Ivy, 1-5 West Street, London WC2H 9NQ **Representatives:** Keven Bader and Richard Hayward

**24** **Organisation:** British Brands Group **Event:** Annual Lecture **Venue:** Cavendish Conference Suite, 22 Duchess Mews, London W1G 9DT **Representatives:** Keven Bader and Chris McLeod

**27** **Organisation:** IPO **Event:** Key Markets Presentation **Venue:** IPO, 4 Abbey Orchard Street, London SW1P 2HT **Representatives:** Richard Goddard and Philip Harris

# 2015

Representing ITMA  
July-December





*Raising awareness of the importance of diversity to individuals and firms and encouraging firms to think more about diversity and inclusion is a big part of the role of the taskforce and ITMA's IP Inclusive initiative*

# Corporate social responsibility

## Pro bono

In partnership with CIPA, IP Federation, the Law Society, IP Bar Association and the UK IPO, ITMA has developed a proposal for a *pro bono* offering for those in need of assistance with contentious matters at IPEC and the IPO.

The programme will be formally launched in 2016, with ITMA members volunteering to assist in the delivery of the scheme. It will exist to help members of the public and business owners who face contentious trade mark, design and copyright issues before IPEC or the IPO and who don't have access to the representation expertise needed.

This work fits in with ITMA's obligations under the Legal Services Act 2007 and has the support of IPEC Judge Richard Hacon. It has been led by the *pro bono* working group.

This will complement the *pro bono* services offered by ITMA members via regular free advice clinics in

London, and the free advice members offer to those in need as part of their own practice.

In 2015, ITMA ran free trade mark law advice clinics at the UK IPO, where members of the public could seek guidance from a registered Trade Mark Attorney on any trade mark, design or copyright matter.

## IP Inclusive

Diversity and inclusion are an important part of any workplace or profession, and ITMA is committed to championing diversity within the IP professions.

In 2015, ITMA, in collaboration with several other IP organisations, successfully launched IP Inclusive, a diversity task force committed to making the IP professions more inclusive. It aims to improve access to the IP professions, regardless of disability, age, gender, sexual orientation, or social, economic and cultural background.

Raising awareness of the importance of diversity to individuals and firms and encouraging firms to think more about diversity and inclusion is a big part of the role of the task force and the IP Inclusive initiative.

Firms have been encouraged to sign a charter as a public commitment to adhere to the principles of equality, diversity and inclusion in all aspects of employment practice, especially recruitment and retention, career development and workplace ethos.





# Events programme

ITMA has always been proud of its long-standing programme of events, which form a significant part of the overall function of the organisation and are part of its strategic objectives.

Type of event	Date	Occasion	Name of event/talk title	Speaker	Company
Educational & Social	27/01/15	London Evening Meeting	Overlapping trade mark and passing off actions in the UK and OHIM	Michael Edenborough	Serle Court
Social	04/02/15	Charity Quiz Night			
Educational	10/02/15	ITMA CIPA Seminar & Webcast	ABS explained	Keith Hodkinson	CIPA
Educational	10/02/15	ITMA CIPA Seminar & Webcast	ABS explained	Maggie Ramage	ITMA
Educational	11/02/15	ITMA CIPA Seminar & Webcast	ABS explained	Keith Hodkinson	CIPA
Educational	11/02/15	ITMA CIPA Seminar & Webcast	ABS explained	Maggie Ramage	ITMA
Educational & Social	12/02/15	ITMA Seminar & Drinks Reception with the IPO	TM operations, examination & absolute grounds practice	Nathan Abraham	UK IPO
Educational & Social	12/02/15	ITMA Seminar & Drinks Reception with the IPO	Designs modernisation	Lynda Adams	UK IPO
Educational & Social	12/02/15	ITMA Seminar & Drinks Reception with the IPO	EU trade mark reform package	Simon Haikney	UK IPO
Educational & Social	12/02/15	ITMA Seminar & Drinks Reception with the IPO	Trade marks & designs tribunal	Oliver Morris	UK IPO
Educational	16/02/15	ITMA CIPA Webinar	Performance management	Darren Mossemenear	Marks & Clerk LLP
Educational	16/02/15	ITMA CIPA Webinar	Performance management	Debbie Wain	Marks & Clerk LLP

## EVENTS PROGRAMME

Type of event	Date	Occasion	Name of event/talk title	Speaker	Company
Educational & Social	24/02/15	London Evening Meeting	Surveying the landscape – A review of survey evidence in UK trade mark matters	Michael Browne	Redd Solicitors LLP
Educational & Social	24/02/15	London Evening Meeting	Surveying the landscape – A review of survey evidence in UK trade mark matters	Philip Malivoire	Philip Malivoire Limited
Educational & Social	11/03/15	ITMA & CIPA Talk in Leeds	Threats in IP Proceedings	Sara Ludlam	3volution
Social	18/03/15	Welcome Drinks Reception			
Social	19/03/15	ITMA Gala Dinner			
Educational	19/03/15	Spring Conference 2015	IP Convergence – Coming together or moving apart? Capturing counterfeits at the border – Developing an effective Customs strategy	Mark Bearfoot	Harley-Davidson
Educational	19/03/15	Spring Conference 2015	IP Convergence – Coming together or moving apart? Beware converging trade mark traffic: the dangers of YOURVIEW v YOUVIEW	Matthew Dick	D Young & Co
Educational	19/03/15	Spring Conference 2015	IP Convergence – Coming together or moving apart? Methods from the field	Cameron Gowlett	Cerberus
Educational	19/03/15	Spring Conference 2015	IP Convergence – Coming together or moving apart? Capturing counterfeits at the border – Developing an effective Customs strategy	Sarah Jeffery	GSK
Educational	19/03/15	Spring Conference 2015	IP Convergence – Coming together or moving apart? Amendments to the European trade mark system (Directive and CTM Regulation)	José Miguel Lissén	Gómez-Acebo & Pombo Abogados, S L P
Educational	19/03/15	Spring Conference 2015	IP Convergence – Coming together or moving apart? The Iron & Smith case – the protection of Community Trade Marks with reputation	Péter Lukácsi	SBGK
Educational	19/03/15	Spring Conference 2015	IP Convergence – Coming together or moving apart? Methods from the field	Duncan Mee	Cerberus
Educational	19/03/15	Spring Conference 2015	IP Convergence – Coming together or moving apart? Practice, policy and challenge: Delivery in the trade marks and designs teams at the IPO	Steve Rowan	UK IPO
Educational	20/03/15	Spring Conference 2015	IP Convergence – Coming together or moving apart? Computer games and the law	Dominic Farnsworth	Lewis Silkin
Educational	20/03/15	Spring Conference 2015	IP Convergence – Coming together or moving apart? Shape, rattle and roll	Clare Jackman	Norton Rose Fullbright
Educational	20/03/15	Spring Conference 2015	IP Convergence – Coming together or moving apart? Shape, rattle and roll	Amanda Michaels	Hogarth Chambers
Educational	20/03/15	Spring Conference 2015	IP Convergence – Coming together or moving apart? Taking full advantage of the Madrid System	Debbie Roenning	WIPO
Educational	20/03/15	Spring Conference 2015	IP Convergence – Coming together or moving apart? Viewing Specsavers through the lens of the American mutilation doctrine	Chris Schulte	Merchant & Gould
Educational	20/03/15	Spring Conference 2015	IP Convergence – Coming together or moving apart? Use issues	Anne Marie Verschuur	NautaDutilh NV

## EVENTS PROGRAMME

Type of event	Date	Occasion	Name of event/talk title	Speaker	Company
Governance	25/03/15	ITMA AGM			
Governance	25/03/15	ITMA Benevolent Fund AGM			
Educational & Social	25/03/15	ITMA Open Meeting			
Educational & Social	15/04/15	ITMA Talk in Birmingham	Contracts and ownership of developed designs and brands	David Harris	Barker Brettell
Educational & Social	16/04/15	ITMA Talk in Manchester	Tips and traps of making a Nominet domain name complaint – a view from a Nominet Expert	Patricia Jones	Nominet
Educational & Social	28/04/15	ITMA London Evening Meeting	Designs and the role of dotted lines	Adrian de Froment	Serle Court
Educational & Social	29/04/15	ITMA Talk in Glasgow	Competition law issues for Trade Mark Practitioners	Jennifer Marshall	MMS
Educational & Social	29/04/15	ITMA Talk in Glasgow	Competition law issues for Trade Mark Practitioners	Catriona Munro	MMS
Educational & Social	11/05/15	ITMA Trade Mark Administrators' Round Table	The role of a paralegal, in-house	Rita Khaitan	GSK
Educational & Social	11/05/15	ITMA Trade Mark Administrators' Round Table	The role of a paralegal, TMA firm	Roy Scott	Keltie LLP
Educational & Social	11/05/15	ITMA Trade Mark Administrators' Round Table	The role of a paralegal, law firm	Rebecca Wickham	HGF
Educational & Social	19/05/15	ITMA London Evening Meeting	Colour issues	Simon Malynicz	Three New Square
Educational & Social	01/06/15	IPIC, ITMA & CIPA Seminar	Canadian IP law & practice. Changes to Canadian law concerning patents, trade marks, designs and plant breeders' rights	Stephen Beney	IPIC
Educational & Social	01/06/15	IPIC, ITMA & CIPA Seminar	Canadian IP law & practice. IPIC's work on privilege for communications between clients and their IP advisors, and self-regulation of the profession	Marijo Coates	IPIC
Educational & Social	01/06/15	IPIC, ITMA & CIPA Seminar	Canadian IP law & practice. An update on the Canadian government's implementation of numerous treaties, including PLT, Madrid, Singapore, Nice, Hague, and UPOV 1991	David Schwartz	IPIC
Educational & Social	01/06/15	IPIC, ITMA & CIPA Seminar	Canadian IP law & practice. An update on recent Canadian IP cases	Peter Wilcox	IPIC
Social	04/06/15	IP Bar Reception			
Educational & Social	04/06/15	ITMA Scottish Evening Meeting	An update on recent UK trade mark case law	Gillian Anderson	Pinsent Masons LLP
Educational & Social	04/06/15	ITMA Scottish Evening Meeting	Colour issues	Simon Malynicz	Three New Square
Educational & Social	04/06/15	ITMA Scottish Evening Meeting	An update on recent UK trade mark case law	David Woods	Pinsent Masons LLP
Educational	17/06/15	ITMA CPD Webinar	Evidence in trade mark proceedings	Amanda Michaels	Hogarth Chambers
Educational & Social	17/06/15	ITMA & CIPA Talk in Leeds	Colour issues	Simon Malynicz	Three New Square
Educational & Social	22/06/15	ITMA & CIPA Talk in Leeds	Overlapping trade mark and passing off actions in the UK and OHIM	Michael Edenborough	Serle Court
Educational	23/06/15	ITMA CIPA CPD Webinar	Data protection for IP Attorneys	Richard Syers	Information Commissioner's Office
Educational & Social	23/06/15	ITMA London Evening Meeting	The value of brands: why it matters and how to calculate it	Jan Lindemann	
Educational & Social	25/06/15	ITMA Trade Mark Administrators' Round Table	The role of a paralegal, law firm	Alex Rushent	Corsearch

## EVENTS PROGRAMME

Type of event	Date	Occasion	Name of event/talk title	Speaker	Company
Educational & Social	25/06/15	ITMA Trade Mark Administrators' Round Table	The role of a paralegal, TMA firm	Roy Scott	Keltie LLP
Educational & Social	25/06/15	ITMA Trade Mark Administrators' Round Table	The role of a paralegal, in-house	Dan Smart	COLMAN+SMART
Social	08/07/15	ITMA Summer Reception			
Educational & Social	21/07/15	ITMA London Evening Meeting	An update on the New gTLD Program, WHOIS privacy issues and ICANN accountability	Susan Payne	Valideus
Educational	01/09/15	ITMA CPD Webinar	Beyond trade mark cases – what's new in the world of soft IP	Iain Connor	Pinsent Masons LLP
Educational & Social	03/09/15	ITMA Scottish Evening Meeting	IP valuations	Kelvin King	Valuation Consulting LLP
Educational & Social	17/09/15	ITMA Afternoon Seminar & Drinks	Representing before the Registry	Allan James	UK IPO
Educational & Social	17/09/15	ITMA Afternoon Seminar & Drinks	Representing before the Registry	Martin Krause	Haseltine Lake LLP
Educational & Social	17/09/15	ITMA Afternoon Seminar & Drinks	Representing before the Registry	Denise McFarland	Three New Square
Educational & Social	22/09/15	ITMA London Evening Meeting	Parallel proceedings: evidence and delays at OHIM and the courts	Rachel Wilkinson-Duffy	Baker & McKenzie
Educational & Social	23/09/15	ITMA Autumn Seminar 2015	Hot topics in industry – the in-house perspective. The challenges of protecting non-traditional marks – is it worth it?	Mary Bagnall	Charles Russell Speechlys LLP
Educational & Social	23/09/15	ITMA Autumn Seminar 2015	Hot topics in industry – the in-house perspective. Socialising the brand	Natalie Charlick	RBS
Educational & Social	23/09/15	ITMA Autumn Seminar 2015	Hot topics in industry – the in-house perspective. Managing a famous brand	Leanne Hall	Rolls-Royce plc
Educational & Social	23/09/15	ITMA Autumn Seminar 2015	Hot topics in industry – the in-house perspective. A round-up of amendments to the CTM regulation	Phil Harris	St Philips Chambers
Educational & Social	23/09/15	ITMA Autumn Seminar 2015	Hot topics in industry – the in-house perspective. Brand protection	Jillianne Osborn	Vodafone
Educational & Social	23/09/15	ITMA Autumn Seminar 2015	Hot topics in industry – the in-house perspective. European and US design protection strategies: the best of both worlds	Perry J Saidman	Saidman DesignLaw Group LLC
Educational & Social	23/09/15	ITMA Autumn Seminar 2015	Hot topics in industry – the in-house perspective. European and US design protection strategies: the best of both worlds	Eric Siecker	Novagraaf
Educational & Social	23/09/15	ITMA Autumn Seminar 2015	Hot topics in industry – the in-house perspective. The challenges of protecting non-traditional marks – is it worth it?	Giovanni Visintini	BP
Social	23/09/15	ITMA Autumn Drinks Reception			
Educational & Social	01/10/15	12th Annual IPAG Conference in association with ITMA	Registrability (decisions of the UK IPO and OHIM)	Nick Bowie	Keltie LLP
Educational & Social	01/10/15	12th Annual IPAG Conference in association with ITMA	IPO procedural top tips for oppositions	Raoul Colombo	UK IPO
Educational & Social	01/10/15	12th Annual IPAG Conference in association with ITMA	Maintenance requirements – unusual considerations	Dan Smart	COLMAN+SMART
Educational & Social	01/10/15	12th Annual IPAG Conference in association with ITMA	Foreign law	Manish Joshi	Joshi Worldwide IP

## EVENTS PROGRAMME

Type of event	Date	Occasion	Name of event/talk title	Speaker	Company
Educational & Social	01/10/15	12th Annual IPAG Conference in association with ITMA	Maintenance requirements – unusual considerations	Dan Smart	COLMAN+SMART
Educational & Social	07/10/15	ITMA Scottish Evening Meeting	European Court decisions on admissibility, evidence and bad faith	John MacKenzie	Shepherd and Wedderburn LLP
Educational & Social	07/10/15	ITMA Scottish Evening Meeting	European Court decisions on admissibility, evidence and bad faith	Matt Phillip	Shepherd and Wedderburn LLP
Educational & Social	13/10/15	ITMA Birmingham Evening Meeting	Colour issues	Simon Malynicz	Three New Square
Educational & Social	14/10/15	ITMA Leeds Afternoon Talk	Representing before the Registry	Allan James	UK IPO
Educational & Social	20/10/15	ITMA London Evening Meeting	Discussion of recent OHIM cases	Mark Caddle	Withers & Rogers LLP
Social	21/10/15	China Symposium Reception			
Educational	22/10/15	ITMA CPD Webinar	The NOW case	Nina O'Sullivan	King & Wood Mallesons
Educational	22/10/15	ITMA CPD Webinar	The NOW case	David Rose	King & Wood Mallesons
Educational	22/10/15	ITMA CPD Webinar	The NOW case	Jonty Warner	King & Wood Mallesons
Social	29/10/15	ITMA Scottish Networking Drinks Reception			
Educational & Social	29/10/15	ITMA Trade Mark Administrators' Afternoon Seminar	Behind the scenes at the UK IPO. Future developments	Andrew Lockyer	UK IPO
Educational & Social	29/10/15	ITMA Trade Mark Administrators' Afternoon Seminar	Behind the scenes at the UK IPO. Designs modernisation	Neil Richards	UK IPO
Educational & Social	29/10/15	ITMA Trade Mark Administrators' Afternoon Seminar	Behind the scenes at the UK IPO. UK as office of origin: certifying an international application	Darren Smith	UK IPO
Educational & Social	29/10/15	ITMA Trade Mark Administrators' Afternoon Seminar	Behind the scenes at the UK IPO. UK application process and examination with related online tools	Mark Studley	UK IPO
Educational & Social	12/11/15	ITMA Scottish Evening Meeting	Discussion of recent OHIM cases	Mark Caddle	Withers & Rogers LLP
Educational & Social	13/11/15	ITMA & APTMA Day Seminar and Dinner	The Irish perspective. Designs	David Brophy	FRKelly
Educational & Social	13/11/15	ITMA & APTMA Day Seminar and Dinner	The Irish perspective. A comparison of UK, Irish and CTM law and practice	Robert Cumming	Appleyard Lees
Educational & Social	13/11/15	ITMA & APTMA Day Seminar and Dinner	The Irish perspective. An overview of opposition procedures	Dermot Doyle	Irish Patents Office
Educational & Social	13/11/15	ITMA & APTMA Day Seminar and Dinner	The Irish perspective. Ireland's Knowledge Development Box	Christina Gates	Tomkins
Educational & Social	13/11/15	ITMA & APTMA Day Seminar and Dinner	The Irish perspective. Anti-counterfeiting aspects of the new EU TM package – especially goods in transit	Jeremy Newman	Rouse Legal
Educational & Social	13/11/15	ITMA & APTMA Day Seminar and Dinner	The Irish perspective. An overview of opposition procedures	Steve Rowan	UK IPO
Educational	23/11/15	ITMA Litigators' Refresher Course	The 'Short Trial' scheme in the High Court (is the High Court stealing IPEC's procedural clothes?)	Ed Bragiel	Hogarth Chambers
Educational	23/11/15	ITMA Litigators' Refresher Course	Practical aspects of (trade mark) litigation in the High Court	Julia Clark	Chancery Master

<u>Type of event</u>	<u>Date</u>	<u>Occasion</u>	<u>Name of event/talk title</u>	<u>Speaker</u>	<u>Company</u>
Educational	23/11/15	ITMA Litigators' Refresher Course	Practical aspects of (trade mark) litigation in IPEC	Andrew Norris	Hogarth Chambers
Educational	23/11/15	ITMA Litigators' Refresher Course	Managing your witnesses and controlling your opponent	Chris Ryan	Nottingham Law School
Educational & Social	24/11/15	ITMA London Evening Meeting	CJEU and General Court Decisions – 2015	Birgit Clark	Locke Lord LLP
Educational & Social	25/11/15	ITMA Bristol Talk	Trade mark and passing off actions in the IPEC	Victoria Jones	3PB
Educational	30/11/15	ITMA CIPA CPD Webinar	Company Names Tribunal for IP professionals	Tracey Robertson	IBM UK Limited
Educational	07/12/15	New Members' Induction Day			
Social	09/12/15	ITMA Northern Christmas Lunch			
Social	11/12/15	ITMA Christmas Lunch			

# Honorary members of ITMA

Honorary membership is awarded by ITMA's Council to individuals who have made a particular contribution to ITMA over a number of years.

## Past Presidents of ITMA

MR G BALL	MR M KNIGHT	SIR EDGAR SANDERS	1934–1941	JULIUS JOSEPH	1968–1969	DONALD GORDON TURNER	1989–1990
MR A BEESTON	MISS S LESLEY OBE	JAMES NOEL EVANS-JACKSON	1942–1946	CLIFFORD JOHN FORRESTER	1969–1970	MAURICE KEITH PADMORE	1990–1992
MR I BUCHAN	MR B MARCH	ALGERNON ROMAINE CARPENTER	1947–1948	DOUGLAS EDWIN PARKER	1970–1972	RICHARD CHARLES ABNETT	1992–1994
MR I DAVIES	MR K PADMORE	JAMES NOEL EVANS-JACKSON	1949–1951	ERIC RAYMOND WENMAN	1972–1974	JOHN ALEXANDER GROOM	1994–1996
MS G DEAS	MS R STANGER	WILLIAM URQUHART-DYKES	1952–1955	JOSEPH MARTIN WILSON	1974–1976	JOHN ARTHUR SLATER	1996–1998
MR D EVANS	MR K STOREY	JOHN CONRAD ARNOLD	1956–1956	JOHN LAWRENCE DRURY OAKLEY	1976–1978	BRIAN HERBERT MARCH	1998–2000
MR T GOLD MBE	MRS V TYERS	LESLIE ASHCROFT ELLWOOD	1956–1961	JULIUS JOSEPH	1978–1979	DAVID CHARLES EVANS	2000–2002
MR K HAVELOCK	MRS M TYLER MBE	REX BROWN	1961–1962	KEITH RICHARD HAVELOCK	1979–1981	IAN ALEXANDER BUCHAN	2002–2004
		MAURICE FRANK ROWLAND	1962–1964	SHEILA FLORENCE LESLEY	1981–1983	STEPHEN RICHARD JAMES	2004–2006
		DEREK ROLFE MARTIN	1964–1966	WILLIAM JOHN ANDREW BEESTON	1983–1985	PHILIP WARREN HARRIS	2006–2008
		LOVELL STRANGE EATON ELLIS	1966–1967	GRAHAM ALASTAIR ALBERT BALL	1985–1987	GILLIAN MAVIS DEAS	2008–2010
		ERNEST SCHUBERT WICKENDEN	1967–1968	DAVID BRIAN LUTKIN	1987–1989	MARGARET ANNE RAMAGE	2010–2012
						CATHERINE WOLFE	2012–2014

# ITMA Council 2015/2016

As at 31 December 2015



**President**

Mr C McLeod, Elkington & Fife LLP



**Treasurer**

Mr R Goddard, BP



**First Vice-President**

Ms K O'Rourke MBE, Charles Russell Speechlys LLP



**Immediate Past President**

Dr C Wolfe, Boulton Wade Tennant



**Second Vice-President**

Ms T Clark, Withers & Rogers LLP

**Mr M Bearfoot**

Harley-Davidson Motor Company

**Mrs A Melling**

Marks & Clerk

**Ms K Cameron**

RGC Jenkins & Co

**Mr S Miles**

Edwin Coe LLP

**Mr P Harris**

St Philips Chambers

**Mrs M Ramage**

Edwin Coe LLP

**Mr K Havelock**

Consultant Trade Mark Attorney

**Mr J Setchell**

Field Fisher Waterhouse

**Mr M Hiddleston**

Hiddleston Trade Marks

**Ms H Whelbourn**

Novagraaf UK

**Ms C Jackman**

Norton Rose Fulbright

**Ms I Wiseman**

Cleveland LLP

**Mr M Lynd**

Retired From Marks & Clerk

**Mr A Wood**


Wood IP Limited





COUNCIL ATTENDANCE

	January	February	April	June	July*	September	November	
Mr M Bearfoot	In attendance	In attendance	In attendance	In attendance	In attendance	In attendance	In attendance	5
Ms K Cameron	In attendance	In attendance	Not in attendance	Not in attendance	Not in attendance	Not in attendance	Not in attendance	2
Ms T Clark	In attendance	In attendance	Not in attendance	In attendance	Not in attendance	In attendance	In attendance	5
Mr R Goddard	Not in attendance	In attendance	In attendance	In attendance	In attendance	Not in attendance	In attendance	5
Mr P Harris	Not in attendance	In attendance	Not in attendance	In attendance	Not in attendance	Not in attendance	In attendance	3
Mr K Havelock	In attendance	In attendance	In attendance	In attendance	In attendance	In attendance	In attendance	7
Mr M Hiddleston	In attendance	In attendance	Not in attendance	In attendance	In attendance	In attendance	Not in attendance	5
Ms C Jackman	Not a Council member	Not a Council member	In attendance	In attendance	In attendance	In attendance	Not in attendance	4
Mr M Lynd	In attendance	In attendance	In attendance	Not in attendance	Not in attendance	Not in attendance	Not in attendance	3
Mr C McLeod	In attendance	Not in attendance	In attendance	In attendance	In attendance	In attendance	In attendance	6
Mrs A Melling	In attendance	Not in attendance	In attendance	In attendance	In attendance	Not in attendance	In attendance	5
Mr S Miles	In attendance	Not in attendance	In attendance	In attendance	Not in attendance	In attendance	In attendance	5
Ms K O'Rourke	In attendance	In attendance	In attendance	In attendance	In attendance	In attendance	In attendance	7
Mrs M Ramage	In attendance	In attendance	Not in attendance	In attendance	In attendance	In attendance	In attendance	6
Mr J Setchell	Not in attendance	In attendance	In attendance	Not in attendance	In attendance	Not in attendance	In attendance	4
Ms H Whelbourn	In attendance	Not in attendance	In attendance	In attendance	In attendance	In attendance	In attendance	6
Ms I Wiseman	Not in attendance	Not in attendance	In attendance	In attendance	In attendance	Not in attendance	In attendance	4
Ms C Wolfe	In attendance	In attendance	In attendance	In attendance	In attendance	In attendance	In attendance	7
Mr A Wood	In attendance	In attendance	In attendance	Not in attendance	Not in attendance	In attendance	In attendance	5
<b>Total</b>	<b>13</b>	<b>12</b>	<b>14</b>	<b>15</b>	<b>13</b>	<b>12</b>	<b>15</b>	

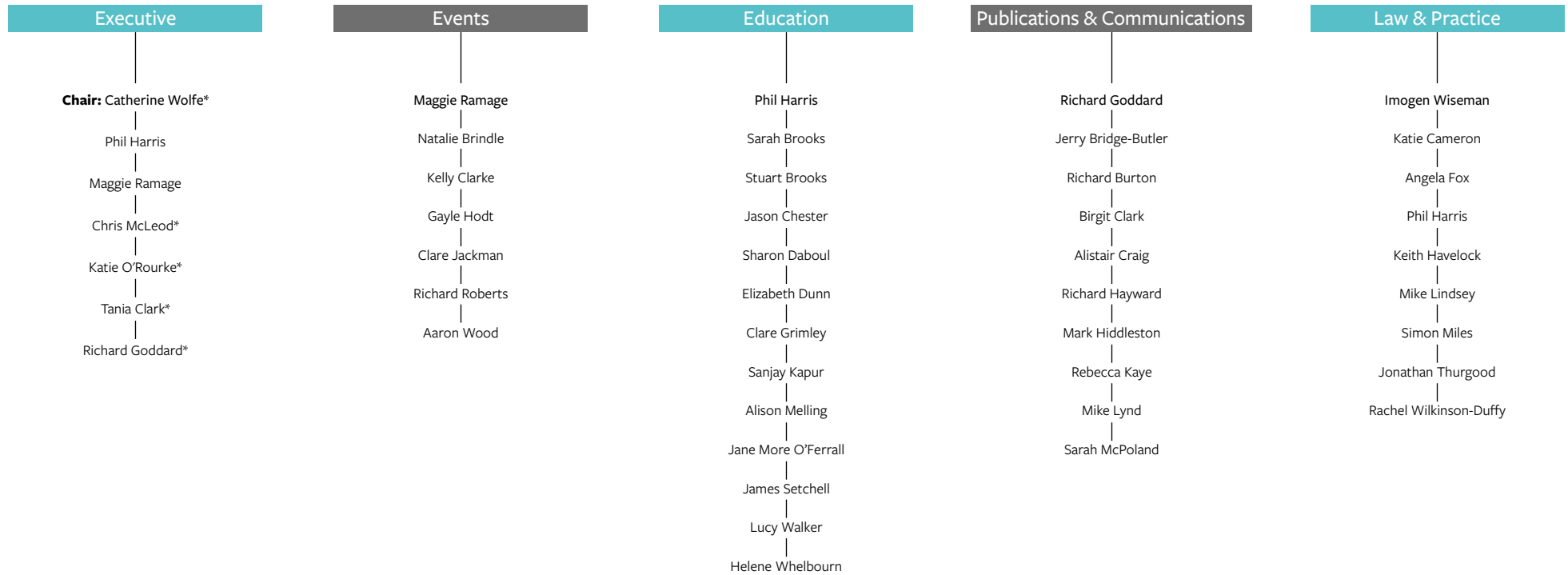
\* Strategic meeting of Council

Not in attendance 

In attendance 

Not a Council member 

ITMA Committees as at December 2015



\* ITMA officers are *ex-officio* members of all committees

# Commercial partnerships

We would like to thank the continued support of the following organisations during 2015:

