

CITHA

Spring Contenence

Navigating seas of char

# Annual Report 2017

### Welcome

2017 was an important year for CITMA. Following the award of our Royal Charter in 2016, we were able to use the increased status and profile from being Chartered to enhance our work.

It has given us the confidence to be the leading voice for trade marks and designs in the UK and help tackle the challenges our profession faces.

Brexit was a key focus for us, as we sought to lobby, engage and seek the support of key influencers in government, parliamentarians, and other IP and legal organisations. Our goal is to minimise cost to business and maximise legal certainty.

We published two major pieces of work on Brexit – our position paper and our business case. Both publications have helped us influence and shape the thinking on the future of intellectual property in the UK and the European Union (EU). Influencing the influencers directly has been vital, and we were encouraged by several parliamentarians and government officials agreeing to meet with us during 2017. We have also worked collaboratively with other IP organisations to help amplify our message.

Our membership grew in 2017 – a reflection of some of the work we have been doing, particularly around the Charter and Brexit.

We were delighted to launch CITMA Paralegal in 2017 – a new membership category for those who support the work of Chartered Trade Mark Attorneys. This provides much deserved recognition, for what has become a profession in its own right.



Kate O'Rourke, CITMA President

IP Inclusive has continued to go from strength-to-strength and we are a proud supporter. The IP Pro Bono initiative has produced some excellent results in 2017, helping small businesses with their IP who might otherwise have struggled. We look forward to seeing more progress on both these in 2018.

We remained committed to working on various consultations and championing the profession's position on changes within the sector, covering law and practice, regulation and policy.

Events are always a staple of the CITMA calendar, and are a great chance to bring the profession together to network, learn and socialise. There is no better opportunity than our famous Christmas lunch in London, which is why it was pleasing to see the number of attendees far exceeding that of the previous few years – with some 670 sharing in the festivities.



Keven Bader, CITMA Chief Executive

In 2017 we agreed to invest in our database and website to deliver a better experience for our members and anyone who interacts with us as well as improving our efficiency. The project is due to be completed in 2018.

CITMA will continue to build on our recent work to represent, promote and engage our members and the wider profession, and equip and support them to be competitive and successful.

Kate O'Rourke, CITMA President Keven Bader, CITMA Chief Executive

### 2017 in numbers



### What we do and our vision

Our 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.

We have three strategic objectives:

#### How we are governed

- 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 2017, following the granting of our Royal Charter, the term Chartered Trade Mark Attorney is determined by Corporate membership of CITMA. This has provided us with a greater platform to achieve these strategic objectives. We are governed by a Council of elected representatives. Made up of volunteers, it oversees and makes key decisions on the business and strategy of CITMA.

Beneath the Council sits a number of committees, which are directed by the Council to deliver elements of CITMA's work. Committees delegate tasks to working groups, particularly around the delivery of certain projects and work streams. Our Council and officers are elected from among the corporate membership and serve a two-year term.

Kate O'Rourke continued as President in 2017, in her second year in the role. Tania Clark continued as First Vice-President, Richard Goddard as Second Vice-President and Clare Jackman as Treasurer.

#### The committees in 2017 were:

#### Education Policy & Development

The committee oversees and seeks to develop the education programme for members.

#### Events

Leads on our events programme, setting the direction for the 50+ events CITMA holds for members every year, ensuring quality and relevance to members.

#### Executive

Oversees and scrutinises finance, governance and core business of CITMA.

#### Law & Practice

Discusses impact of changes to IP law and practice. Responds to consultations and works closely with organisations including the Intellectual Property Office, EU Intellectual Property Office and World Intellectual Property Organization.

#### **Publications & Communications**

Oversees and scrutinises CITMA's communications and publication strategy. It also acts as a sounding board for campaigns and projects.

#### Finance

The Council maintains close control of the organisation'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 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 Council.

#### Regulation

We continued to fulfil our 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.

Our President and First Vice-President continued to attend meetings of the Approved Regulators Forum, as a vehicle to discuss any issues in an informal setting.

### Brexit

One of the most important issues CITMA prioritised for 2017 was the UK's exit from the European Union.

In 2017 we continued to lobby, engage and seek the support of key influencers in government, parliamentarians, and other IP and legal organisations. We sought to build a coalition of like-minded organisations and sympathetic parliamentarians and peers, who could help further our cause.

#### Our position paper and business case

The first of two Brexit key papers published by CITMA in 2017 was our position paper. This made clear our opinion of how trade mark and design rights should be handled post-Brexit, and why it is vital for Chartered Trade Mark Attorneys to retain their rights of representation at the EUIPO.

The position paper built on our, much quoted, work on the scenarios for how EU trade marks and designs could be handled post-Brexit. We continue to favour an outcome which provides minimal costs to business and provides maximum legal certainty.

We appointed public affairs agency Freshwater to assist us in our parliamentary lobbying work and build a business case to help us reinforce and back up our key messages on Brexit, particularly on rights of representation.

Our business case was published in December and set out the economic case for Chartered Trade Mark Attorneys maintaining rights of representation. We initially sent it to a number of key parliamentary contacts, government stakeholders, as well as many rank and file MPs. It will continue to be an important tool to engage the interests of parliamentarians and government departments.

We also explored possible routes to qualification in other EU jurisdictions like Ireland and Malta and issued guidance to our members.



#### Parliamentary engagement

We met with several MPs and members of the House of Lords to lobby and engage them in our key issues. Chair of the Exiting the EU Select Committee Hilary Benn and Shadow IP Minister Bill Esterson, and members of the All Party Parliamentary Group for IP Baroness Neville-Rolfe and Lord Clement-Jones were among the parliamentarians we met with.

Our meetings have resulted in a number of Parliamentary Questions being asked about IP and the future of the sector post-Brexit.

Collaboration is important, and we joined up with the Law Society, the Intellectual Property Bar Association, IP Federation and CIPA to send a joint letter to the Lord Chancellor's Brexit Law Committee. It outlined key issues and recommendations the UK Government must consider in relation to intellectual property following the UK's exit from the European Union.



We continued to engage with influential senior officials from key government departments. We had in-depth and high-level meetings with the Intellectual Property Office, Ministry of Justice and the Department for International Trade amongst others.

#### Public engagement

We took as many opportunities as possible to speak at conferences and seminars on IP post-Brexit. Our President Kate O'Rourke spoke at the Institute of Directors, as part of its Brexit policy series, we also spoke at ECTA conferences, the World IP Forum, and numerous other events.

We were pleased to jointly host a reception at the INTA Annual Meeting in Barcelona with the IPO. It was attended by key stakeholders from across the global IP profession.

2018 will be a pivotal year, but the work we have done to date will stand us in good stead to continue to ensure IP is considered in any Brexit negotiations.

### **CITMA** Paralegals

In July 2017 we launched a new category of membership, CITMA Paralegal. This new category was established to recognise the roles and responsibilities of those working within the profession as paralegals, administrators and formalities staff.

These changes were made to help increase the skills, knowledge and standards of this part of the sector, assisting the profession in providing a first class service, for which it is well known. CITMA Paralegal membership will be an indicator of both a commitment to development and of professional service

To complement this, we will be introducing a Continuing Professional Development (CPD) requirement to the new category. This comprises of eight hours learning and development which members will need to complete each year. Specialist events and webinars we run will ensure CITMA Paralegal members have the best opportunities to earn focussed CPD. This will be mandatory for all new members who pass the CITMA Paralegal course from 2018 onwards and therefore the first year for self-certifying CPD will be 2019. This gives CITMA Paralegal members a clear opportunity to grow and develop the skills they have gained throughout their professional career and on the Course. It also provides a way of demonstrating commitment to professional development to employers.

Following a consultation conducted in 2015 the results confirmed that the role of trade mark administrators, paralegals and formalities staff has taken on increasing importance and the majority in these roles had responsibilities beyond the basic administration and support. The new CITMA Paralegal category has been created to recognise that and to try and bring recognition and standardisation to the titles used.



The vast majority of our members in all categories were in favour of the proposals to provide further opportunities for trade mark administrators and paralegals to develop their skills and that the name change would better recognise the role they play in the sector.

All Administrator members were automatically transferred to this category as the Administrator category was withdrawn. In the months since launching, we have seen a significant increase in the take-up of membership, with 93 new members joining in 2017.

The new category enables members in that category to use the title 'CITMA Paralegal'. In order to become a CITMA Paralegal member an applicant must have completed the CITMA Paralegal Course, or earlier forms of the course.

The CITMA Paralegal Course continues to be the standard for the profession, and we once again had some 100 people taking the course. The name of the course has been changed to 'CITMA Paralegal Course' to reflect the changes outlined above, and we are committed to continuing to run the course, equipping those who attend with the knowledge and understanding they need to excel in their role.



### CITMA membership in 2017

Our members are the core of our organisation. By the end of 2017 we had 1601 members – an increase of 98 on the previous year.

We welcomed 193 new members and additionally saw 40 upgrade their membership from Student to Ordinary following their entry onto the register of trade mark attorneys.

A significant area of growth was in CITMA Paralegal, a new category launched in 2017, which replaced the Administrator category. The majority of students who passed the CITMA Paralegal Course in 2017 took up the offer of membership, with others who passed in previous years taking the opportunity to join.

#### Total members in 2017

| Member<br>category | Total number<br>of members |
|--------------------|----------------------------|
| Affiliate          | 28                         |
| Allied             | 45                         |
| Associate          | 156                        |
| CITMA Paralegal    | 260                        |
| Fellow             | 46                         |
| Honorary           | 16                         |
| Ordinary           | 713                        |
| Overseas           | 158                        |
| Retired            | 14                         |
| Student            | 165                        |
| Total              | 1601                       |

#### New members during 2017

| Member<br>category | Total number of new members |
|--------------------|-----------------------------|
| Allied             | 15                          |
| Associate          | 14                          |
| CITMA Paralegal    | 93                          |
| Ordinary           | 17                          |
| Overseas           | 12                          |
| Student            | 42                          |
| Total              | 193                         |





### Law and Practice

As in the previous year, members of the Law and Practice Committee were much involved in the consideration of developments connected with the UK's political decision to leave the EU, made in June 2016. These deliberations culminated in the publication both of CITMA's formal position on post-Brexit registered trade marks and designs, and of its widened business case on the same subject. Both these two publications and the lead taken by CITMA in these matters received widespread support.

#### The UK Intellectual Property Office (IPO)

In addition to attending the IPO's stakeholder meetings, members of the Committee's IPO Liaison Group continued, along with CITMA's officers, to attend the quarterly Marks and Designs Forum (MDF), a forum dedicated to trade mark and design law and practice. The Committee also hosted one of the now customary termly visits by senior officers of the IPO to its own Committee meetings. These meetings are useful in updating CITMA as to the latest and upcoming developments at the IPO, for example the IPO's new online trade mark filing system. In return, CITMA is able to raise directly with the officers questions on matters of policy or particular points of practice that may be causing difficulty.

The Committee has also continued to work with the IPO in connection with its marshalling schemes of Hearing Officers and Appointed Persons; consideration was given during the year to the setting up of an Appointed Persons User Group and discussions with the Appointed Persons were initiated.

#### European Union Intellectual Property Office (EUIPO)

The President supported by the First Vice-President and other members of the EUIPO Liaison Working Group attended the EUIPO's User Group meeting and other meetings in both Alicante and Brussels during the year. A member of the EUIPO Liaison Working Group also attended the EUIPO's Stakeholders Quality Assurance Panels meetings in April, July and October.

The Committee responded during the year to a number of EUIPO consultations, including ones relating to the new Directive and its implementing regulations.

Following the temporary suspension of the EUIPO British Day in 2016, due to the current political uncertainty regarding Brexit, CITMA and the IPO assisted the EUIPO in holding the EUIPO British Day and Legal Reform Workshops in September. This was supported by senior EUIPO officials and covered topics ranging from the EUIPO's future challenges, recent progress, 2020 strategic plan, updates on the European cooperation project and legal reform.

#### World Intellectual Property Organisation (WIPO)

Members of the WIPO Liaison Working Group were again active in attending WIPO meetings in Geneva, including the British Day meeting in February and a fact-finding meeting in November. The Group had continued to collaborate with the IPO team on substantive issues relating to international registrations and met with the IPO team in May. A UK position paper listing CITMA's priorities was considered at the Round Table stakeholders' meeting in Geneva in June. Classification principles (divergent practices around goods and services specifications) were listed by the International Bureau as a short-term priority.

#### European Sisters Organisation

The President and First Vice President attended the 2017 meeting of the European Sister organisations in Paris in March. This annual meeting of European stakeholder associations whose principal interest is in trade marks and designs provides a useful forum for discussion of matters of mutual interest in the field. Preparations are in hand for the 2018 meeting in the UK which CITMA will host.

#### **Designs and Copyright**

Following the popularity of the Designs and Copyright Group's first seminar, consideration was given to the request that further seminars be organised. The Group had undertaken to run such seminars as and when suitable subjects arose and would keep the matter under review. Towards the end of the year, arrangements for a further such seminar were being settled.

Representations were made to the IPO concerning the status of unregistered design right post Brexit. The IPO replied that provision for such rights is under consideration and referred to a bilateral agreement between the EU and the Ukraine as a possible precedent. The Group welcomed the UK government's announcement that the UK would ratify the Hague Agreement for the international registration of designs in 2018.

#### Litigation

The Litigators' Working Group continued to attend The IP Court and IPEC Users' Committees and its review of IPEC Guidelines. Organisation of the marshalling scheme with the IPEC judges was also continued.

#### Other projects

The Committee continues to review case referrals to the European Court of Justice. The Committee responded to the IPO with observations in the case of Junek Europ-Vertrieb (C-642/16).

In respect of Emerging Markets, the Committee's vice-chair and the Second Vice-President attended an event in China. The Second Vice-President also addressed a meeting of the Chinese delegation in the UK in September.

### Events

We delivered some 50 events in 2017, including CPD sessions, webinars, social events and our annual Spring Conference.

Our London Lectures changed location to 58VE after our venue for many years, the Royal College of Surgeons, closed for refurbishment. We continued to deliver CPD events across the country, thanks to the efforts of our regional working groups.

Our flagship Spring Conference saw delegates treated to a range of top speakers, including keynote speaker Fraser Morrison from Edrington Distillers - which produces the famous Cutty Sark whisky brand. The Gala Dinner was held underneath the Cutty Sark itself - guests were able to walk round the illustrious ship before enjoying a three-course meal.

The Autumn Seminar, our main non-London event, was once again sold out.

Members were treated to Christmas lunches in London and Leeds once again. We saw an increase of some 100 people attending the London event, while our Leeds lunch was a sell out.

In another highlight, we launched a new series of events for CITMA Paralegals. The first of its kind, held at Keltie LLP, was well attended and covered important practice notes on the Madrid System.

Webinars continued to be a popular vehicle for our members to attend events remotely. In 2017 our webinars covered topics including the trade secrets directive and US trade marks.

Brexit remained an important topic. Our webinar on Brexit was attended by a significant number of members, as members of our Brexit task-force provided updates on what CITMA had been doing on the topic, as well as what the outcome could be.



## Corporate social responsibility

#### **IP** Inclusive

Our commitment to diversity and inclusion in the IP professions continued via our support for the IP Inclusive initiative.

Firms operating within the IP sector continued to pledge support for IP Inclusive's vision by signing its equality, diversity and inclusion charter. Now more than 100 firms have signed the charter, a landmark reached during 2017.

Careers in Ideas was a further development, set up by IP Inclusive, it aims to inspire individuals of all backgrounds to consider a career in the IP professions. The new scheme provides online and printed resources for the profession to utilise. The support groups - Women in IP, IP Out and IP & ME continued to grow. IP & ME was established in 2017 and is dedicated to ethnic minority IP professionals and their allies. All the groups held successful events during 2017.

Training and seminar sessions continued throughout 2017, with a number of important topics covered, including a well received session on imposter syndrome.

We continue to support IP Inclusive and are represented on its management board by Keven Bader and Richard Goddard.

*Find out more: www.ipinclusive.org.uk* 

#### IP Pro Bono

Following its launch in 2016, the work of IP Pro Bono got going in earnest. The scheme provides support for individuals and small businesses involved in IP litigation, who are unable to afford professional advice.

A handful of cases were seen to a successful conclusion, and received positive feedback from those involved - both the firm and the small business.

There was a drive to recruit more case officers and firms to support the scheme, which brought about further interest.

Read more about IP Pro Bono: www.ipprobono.org.uk

#### **Benevolent Fund**

Our Benevolent Fund continued to raise additional money in 2017. The annual quiz night in London was again among the fundraising activity. There was no financial assistance requested by members during the year.

Two longstanding members of our Benevolent Fund board - John Caisley and David Tatham - indicated their intention to step down.

#### Other activities

We continued to promote the services of LawCare, which supports mental health and wellbeing in the legal community. LawCare had stalls at some of our main events including the Spring and Autumn conferences.

At our Spring Conference we once again supported London Wildlife Trust.

### Representing the profession

An integral part of our work is promoting and representing the profession by attending events to act as the voice for Chartered Trade Mark Attorneys.

**Event:** British Brands Group reception

**Representative:** Kate O'Rourke

This graphic represents many of the events CITMA represented the profession at in 2017.

Event: EUIPO User Association. Alicante

**Event:** Roundtable with Iain Wright MP **Representative:** Tania Clark

**Representative:** Tania Clark

Event: Membership Excellence conference Representative: Keven Bader

**Event:** World IP Forum, Bangalore **Representative:** Kate O'Rourke

**Event:** ECTA, Budapest **Representative:** Kate O'Rourke

**Event:** European Commission meeting, Brussels

**Representatives:** Kate O'Rourke, Tania Clark

**Event:** EUIPO Stakeholder Quality Assurance Panels (SQAP), Alicante **Representative:** Mark Hiddleston

Event: AIPLA roundtable Representative: Kate O'Rourke

Event: Sir Hugh Laddie Annual Lecture Representative: Kate O'Rourke

**Event:** CILEX Presidential Luncheon **Representatives:** Keven Bader, Kate O'Rourke

**Event:** Think Re:Member roundtable **Representatives:** Keven Bader, Richard Hayward

| JANUARY   | FEBRUARY | MARCH | APRIL   | MAY   | JUNE   |
|---|----------|-------|---|---|--|
| Meeting: 4 Presidents<br>Representative: Kate O'Rourk |          |       | hts post-Brexit<br>Idard<br>rights post-Brexit<br>nce<br>nisations, Paris | Event: Markmonitor Forum<br>Representative: Kate O'Rour<br>Event: Reception with UKIPO<br>Representative: Several CITM<br>representatives in attendance<br>Event: TM5 meeting, Barcelou<br>Representative: Kate O'Rour<br>Event: UK IP Attaches semina<br>Representative: Kate O'Rour<br>Event: IPIC delegation<br>Representatives: Kate O'Rou<br>Goddard, Tania Clark, Maggie<br>Catherine Wolfe, Keith Havelo<br>Event: CNIPA Conference, Mu<br>Representative: Tania Clark | p, Barcelona<br>1A<br>e<br>na<br>ke<br>ar<br>ke<br>rke, Richard<br>e Ramage,<br>pock |

### Representing the profession

| Event: IoD Navigating Brex<br>Planning for Intellectual Pri<br>Representatives: Kate O'R<br>Keven Bader, Richard Hayv<br>Event: CILEX Presidential I<br>Representative: Keven Bad<br>Event: Institute of Director<br>Representative: Kate O'Ro<br>Event: Launch of the Busin<br>Courts<br>Representative: Kate O'Ro<br>Event: Alliance for IP Rece<br>Representative: Kate O'Ro | operty<br>oruke,<br>vard<br>der<br>s Brexit Seminar<br>urke<br>ess and Property<br>urke<br>otion |   | Meeting: Bill Esterson MP<br>Representatives: Kate<br>O'Rourke, Keven Bader<br>Event: CNIPA meeting, Vier<br>Representative: Kate O'Rou<br>Event: EUIPO Stakeholder (<br>Assurance Panels (SQAP), ,<br>Representative: Mark Hiddl<br>Event: Department for Inter<br>Representatives: Kate<br>O'Rourke, Tania Clark<br>Event: Wedlake Bell LLP Ind<br>Reception<br>Representative: Keven Bad | urke<br>Quality<br>Alicante<br>eston<br>mational Trade<br>dian Summer  | Representatives: Kate<br>O'Rourke, Keven BaderMeeting: Lord Clement Jones<br>Representatives: Kate<br>O'Rourke, Keven BaderEvent: EUIPO TM5, Alicante<br>Representative: Kate O'RourkeEvent: IP Summit, Brussels<br>Representative: Kate O'RourkeEvent: APRAM, Paris<br>Representative: Tania ClarkEvent: Department for International<br>Trade Reception<br>Representative: Tania Clark |
|---|--|---|---|--|--|
| Event: IPAD New President<br>Representative: Kate O'Ro  |  |   | Event: LawCare's 20th anni<br>Representative: Keven Bad   |  | <b>Event:</b> Association Awards<br><b>Representatives:</b> Keven<br>Bader, Richard Hayward  |
| JULY  | AUGUST   | SEPTEMBER   | OCTOBER   | NOVEMBER   | DECEMBER   |
|   |  | Meeting: 4 Presidents<br>Representative: Kate O'Ro<br>Event: APRAM Conference<br>Representative: Tania Clark<br>Event: INTA 'Partners in Eu<br>Representative: Keven Bac<br>Event: MCA Conference<br>Representative: Kate O'Ro<br>Event: UK-China IP Sympos<br>Representative: Kate O'Ro<br>Event: EUIPO British Day<br>Representatives: Kate O'Ro<br>Event: GRUR, Hamburg<br>Representative: Kate O'Ro | , Paris<br>k<br>rope' reception<br>Jer, Kate O'Rourke<br>urke<br>sium<br>urke<br>ourke, Tania Clark   | Event: INTA Lea<br>Representative<br>Event: BMM, Bri<br>Representative<br>Event: IPO dele<br>Representative<br>Rachel Wilkinso<br>Event: Professio<br>Representative<br>Event: CityUK la | s: Kate O'Rourke, Keven Bader<br>adership, Washington DC<br>: Kate O'Rourke<br>ussels and Rotterdam<br>: Kate O'Rourke<br>gation to China<br>s: Richard Goddard,<br>m-Duffy<br>onal Paralegal Register event   |

Meeting: Baroness Neville-Rolfe

### Education

Responsibility for education is an important part of CITMA's role – we continue to monitor the route to qualification and offer paralegals the chance to develop their knowledge and gain a qualification.

#### Education

We continue to monitor the route to qualification for aspiring Chartered 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 CITMA, IPReg and the profession.

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

#### **CITMA Paralegal Course**

CITMA's course continues to be recognised as the industry standard qualification for paralegals. The successful candidates collected their certificates at a well-attended ceremony in London's Canary Wharf.

Lectures are delivered by experienced CITMA Paralegals and Chartered Trade Mark 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.

#### Student awards

We presented awards to top performing students at our Christmas lunch. The awards recognise high achievement on the courses for those qualifying as Chartered Trade Mark Attorneys at Bournemouth, Nottingham Trent and Queen Mary universities. Prizes were also awarded to the top scorers on the Nottingham Law School litigation and advocacy course and the CITMA Paralegal Course.

Highest mark achieved by a CITMA member on Bournemouth University's Post Graduate Certificate in IP Law course: Kerry Allen, Wilson Gunn

Highest mark achieved by a CITMA member on Nottingham Law School's Professional Certificate in Trade Mark Practice:

Christopher Smith, Wilson Gunn

Highest mark achieved by CITMA member on Queen Mary University of London's Trade Marks Law and Practice Postgraduate Certificate course:

Becky Knott, Barker Brettell LLP

Hogarth award - highest mark achieved by a Chartered Trade Mark Attorney on Nottingham Law School's Intellectual Property Litigation and Advocacy Course: Lara Elder, Carpmaels & Ransford

Thomson CompuMark award highest mark achieved on the 2017 CITMA Paralegal Course: Nicola Casey, Beck Greener

#### 2017 student stats:

Nottingham Law School -Professional Certificate in Trade Mark Practice The cohort was 42, with 29 passing first time.

#### Queen Mary University of London - Postgraduate Certificate in Trade Mark Law & Practice

Of 52 students attending the 16-17 programme 47 passed at the first attempt. Seven achieved distinctions, 13 merits and the remainder at pass.

#### **Bournemouth University**

There were 21 students on the trade mark attorney route with 17 passing the course.

### Communications

Continued promotion of our Royal Charter and Brexit dominated our communications activity in 2017.

It was an award winning year for us. We were nominated for two Association Awards – one for our e-newsletter and one for our Royal Charter campaign, with the latter securing us a coveted trophy.

We also teamed up with the Ministry of Justice's Legal Services are GREAT campaign to contribute a blog post on 'why the UK is GREAT for intellectual property'.

#### **Email communications**

Our email communications remained the main way we engage with our members. From events marketing to updates about Brexit - we issued a full range of e-communications.

A big development was the introduction of a regular email newsletter, which aimed to bring useful and up-to-date content to members. This was aimed at engaging them, driving member traffic to our website and positing CITMA as the place to go for useful information and updates. We developed our newsletter with the introduction of a quarterly edition exclusively for CITMA Paralegals. The newsletter was well received with open rate in excess of 60% and very high engagement rates. This allowed us to provide content tailored to CITMA Paralegal members.

The success of the newsletters saw us being nominated for an Association Award in the 'best e-newsletter' category.



#### PR and media engagement

Much of our PR work revolved around the topic of Brexit. We successfully got our messages and comments about the future of IP after the UK leaves the European Union in a number of publications. Most notably in the Law Society Gazette, The Times Brief and Tech City News.

We were also successful in securing regular coverage across the intellectual property media including from page coverage of IP Pro The Internet.

We received some high-profile national media coverage in 2017. Our President Kate O'Rourke was interviewed on the BBC World Service and for The Sunday Times on trade mark matters. Immediate Past President Chris Mcleod discussed the Thirsty Beasts v Monster trade mark case on BBC South Today.

#### Website

With a new website due in 2018, there was minimal development of the existing website. However we continued to publish regular content, of interest to our members. In particular our publications and analysis of Brexit drew large volumes of visitors to our website.

#### Social media

We made a conscious decision to concentrate on more member and IP professional focused content on our Twitter feed. This move was vindicated with a year-on-year increase in both reach and engagement in our content.

#### Publications

We published Anti-Counterfeiting: Practice and Procedure, written by Ralph Wehrle, a partner at Briffa. The book represents the first in a number of publications we hope to publish over the coming years.

### Honorary members and past presidents

#### Honorary members of CITMA

#### Past Presidents of CITMA

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

| Mr G Ball     | Mr M Knight      |
|---------------|------------------|
| Mr A Beeston  | Miss S Lesley OE |
| Mr I Buchan   | Mr B March       |
| Mr I Davies   | Mr M Padmore     |
| Ms G Deas     | Ms R Stanger     |
| Mr D Evans    | Mr K Storey      |
| Mr T Gold MBE | Mrs V Tyers      |
| Mr K Havelock | Mrs M Tyler      |

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

### CITMA Council

The CITMA Council meets six times a year. It oversees and makes decisions on the business and strategy of CITMA.

#### As at 31st December 2017 the members of Council were:

Kate O'Rourke Charles Russell Speechlys LLP - President

Tania Clark Withers & Rogers LLP -First Vice-President

**Richard Goddard** BP - Second Vice-President

**Clare Jackman** Norton Rose Fulbright - Treasurer

Chris McLeod Elkington & Fife LLP -Immediate Past-President **Catherine Wolfe** Boult Wade Tennant

**Philip Harris** 

Keith Havelock

Maggie Ramage Edwin Coe LLP

Mark Bearfoot Harley-Davidson Motor Company

**Oscar Benito** GSK **Kelly Clarke** CMS UK

Mark Hiddleston Hiddleston Trade Marks

Natasha Hinds-Payne Cath Kidston Limited

**Sanjay Kapur** Potter Clarkson

Mike Lynd

Alison Melling Marks & Clerk LLP Rachel Wilkinson-Duffy Baker McKenzie

Imogen Wiseman

Aaron Wood Wood IP Limited

### Council Attendance

|                       | January | February | April | June | September | November |
|-----------------------|---------|----------|-------|------|-----------|----------|
| Mr M. Bearfoot        |         |          |       |      |           |          |
| Mr O. Benito          |         |          |       |      |           |          |
| Ms T. Clark           |         |          |       |      |           |          |
| Ms K. Clarke          |         |          |       |      |           |          |
| Mr R. Goddard         |         |          |       |      |           |          |
| Mr P.W. Harris        |         |          |       |      |           |          |
| Mr K.R. Havelock      |         |          |       |      |           |          |
| Mr R.M. Hiddleston    |         |          |       |      |           |          |
| Ms N. Hinds-Payne     |         |          |       |      |           |          |
| Ms C. Jackman         |         |          |       |      |           |          |
| Mr S. Kapur           |         |          |       |      |           |          |
| Mr M.A. Lynd          |         |          |       |      |           |          |
| Mr C.J. McLeod        |         |          |       |      |           |          |
| Mrs A. Melling        |         |          |       |      |           |          |
| Mr S. Miles           |         |          |       |      |           |          |
| Ms K. O'Rourke        |         |          |       |      |           |          |
| Mrs M.A. Ramage       |         |          |       |      |           |          |
| Ms R. Wilkinson-Duffy |         |          |       |      |           |          |
| Ms I.O. Wiseman       |         |          |       |      |           |          |
| Dr C.A. Wolfe         |         |          |       |      |           |          |
| Mr A. Wood            |         |          |       |      |           |          |

### CITMA committees

Our committees are vital to assist with the work we undertake to deliver against its strategic objectives.

The CITMA 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. The committees and working groups work alongside the CITMA office.

All committees and working groups rely on volunteer involvement from members of CITMA. This ensures members are at the heart of everything that we do and allows CITMA to perform more effectively.

| Education Policy<br>& Development | Events                   | Executive            | Law & Practice            | Publications & Communications |
|-----------------------------------|--------------------------|----------------------|---------------------------|-------------------------------|
| Mark Bearfoot (chair)             | Maggie Ramage<br>(chair) | Chris McLeod (chair) | Imogen Wiseman<br>(chair) | Richard Hayward<br>(Chair)    |
| Philip Harris                     |                          | Philip Harris        |                           |                               |
|                                   | Kelly Clarke             |                      | Keith Havelock            | Chris McLeod                  |
| Carrie Bradley                    |                          | Maggie Ramage        |                           |                               |
|                                   | Mark Bearfoot            |                      | Rachel Wilkinson-         | Ashley Benjamin               |
| Charlotte Duly                    |                          | Catherine Wolfe      | Duffy                     |                               |
|                                   | Kelly Clarke             |                      |                           | Mike Lynd                     |
| Mark Foreman                      |                          |                      | Michael Lindsey           |                               |
|                                   | Gayle Hodt               |                      |                           | Mark Hiddleston               |
| Alison Melling                    |                          |                      | Angela Fox                |                               |
|                                   | Clare Jackman            |                      |                           | Jerry Bridge-Butler           |
| Angharad Rolfe                    |                          |                      | Jonathan Thurgood         | Disksuel Duuten               |
| Johnson                           | Aaron Wood               |                      | Philip Harris             | Richard Burton                |
| Imogen Wiseman                    | Patricia Collis          |                      |                           | Sarah McPoland                |
| imogen wiseman                    |                          |                      | Simon Miles               | Salah Merolahu                |
|                                   |                          |                      | Simon mes                 | Birgit Clark                  |
|                                   |                          |                      | Eleanor Merrett           |                               |
| Our officers are ex-officie       | 2                        |                      |                           | Rebecca Kaye                  |
| members of all committe           |                          |                      | Catherine Wolfe           | 5                             |
| Kate O'Rourke - Presi             |                          |                      |                           | Alistair Craig                |

Kate O'Rourke - President Tania Clark - First Vice-President Richard Goddard - Second Vice-President Clare Jackman - Treasurer

Mark Bearfoot

### Commercial partnerships

We would like to thank the continued support of the following organisations during 2017:











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