



Annual Report 2016

Welcome

2016 was a landmark year for our organisation, receiving a Royal Charter and becoming The Chartered Institute of Trade Mark Attorneys (CITMA) was a real highlight.

The achievement was formal acknowledgement for our long standing history of promoting, supporting and bringing recognition to the work and role of Trade Mark Attorneys and the wider profession. As a Chartered body we now have an even better platform from which to continue our work.

The past year has not been without its challenges too and the result of the European Union referendum thrust us into action. We were prepared for both outcomes of the referendum and have continued to work hard to keep our members informed, while helping to lead the narrative around the possible impact for intellectual property(IP), our profession and business.

The work of our Brexit task-force has been acknowledged as leading the narrative on the possible implications of Brexit on EU registered rights and rights of representation.

CITMA representatives spoke at many key events during the year including in USA, India, Belgium, Latvia, and China. Inevitably Brexit was high on the agenda at many of these, and we took the opportunity to reassure and promote our business as usual message.

This year was also notable for the launch of IP Pro Bono and the first anniversary of IP Inclusive – both are initiatives we have been heavily involved with and are committed to developing.



Kate O'Rourke with Major W G Hunt TD, Windsor Herald

Organisationally the Royal Charter meant a lot of changes, not least to our name and visual identity. Our new logo and branding is not just for our organisation, but also as a badge of recognition for our members to display with pride. It is pleasing to see so many of our Corporate members displaying their 'chartered' status, and our wider membership embracing the new organisation.

We are proud of the expertise, trust, skill and quality of service CITMA members provide. We want the Royal Charter to further demonstrate to businesses, decision makers and IP owners the professional standards of our members.

Our events continue to go from strength to strength, and it is pleasing to see an increase in attendances. We would like to take this opportunity to thank all our speakers and delegates for helping us to continue to put on a quality series of events.

The Spring Conference and Gala Dinner remain an annual highlight, and we know that delegates were very positive about this year's occasion, particularly about our Gala Dinner in the Tower of London.

Despite the distractions of the EU Referendum and our Royal Charter, there was the day-to-day activities to take care of too. Our committees and working groups, supported by the CITMA office, continue to do an excellent job, helping to guide and deliver much of the work of CITMA.

This report is a review on a memorable year for CITMA and our profession. We also take the opportunity to look forward to the opportunities and challenges for us and our profession going forward.

We hope you enjoy looking back at our 2016 as much as we have.

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

2016 in numbers



COUNTRIES REPRESENTED AT OUR SPRING CONFERENCE

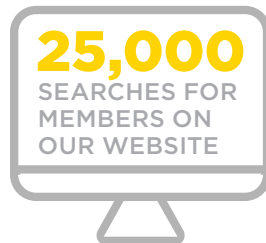


94% RATED CITMA REVIEW 'GOOD' OR 'EXCELLENT'

OUR TWEETS WERE SEEN 370,442 TIMES



ATTENDEES AT CITMA EVENTS



SEARCHES FOR MEMBERS ON OUR WEBSITE



PEOPLE PASSED THE TRADE MARK ADMINISTRATORS' COURSE

22% INCREASE IN VISITORS TO OUR WEBSITE



Our Royal Charter



Chartered Trade Mark Attorney became a title in 2016. A landmark success for our profession.

Our Royal Charter further enhances the role CITMA plays in the legal sector as the pre-eminent body for trade marks and designs in the UK. It also provides a seal of quality for our members to display.

The Royal Charter is also in the public interest, as it allows businesses, IP owners and the general public to distinguish Chartered Trade Mark Attorneys from unregistered practitioners. We want to use the new status to reassure people that by using the services of a Chartered Trade Mark Attorney they will receive a high quality, reliable service which is fully regulated.

It was in Windsor Castle, at a meeting of the Privy Council that ITMA was granted a Royal Charter on 12th April 2016. This culminated in the Great Seal of the Realm being applied by HM Crown Office in November 2016 and the Royal Charter legally coming into effect.

CITMA was launched on 24th November 2016 – the week of our 84th birthday.

The journey to reach this stage took some two years. Back in 2014 we first submitted its intention to apply for a Royal Charter. The following year we submitted our formal petition to the Privy Council, before it was granted and sealed in 2016.

The Royal Charter is 'reserved for eminent professional bodies or charities which have a solid record of achievement'. We have always played a key role in educating, promoting and supporting the trade mark attorney profession and the Royal Charter formalises this role and helps increase the profile of those in the profession.

The Charter itself was brought to life by Timothy Noad, Scribe and Illuminator to HM Crown Office. He hand-scribed the front page on vellum with gold leaf and colour to ensure it is a real work of art.

To help launch the new organisation we developed a new visual identity. We wanted to create something which members could be proud of and would demonstrate CITMA as a modern forward-facing organisation that stands for quality. The new identity was designed by

The Institute of Trade Mark Attorneys fully deserves its chartered status. I am glad their hard work and commitment to achieving the highest levels of both technical and professional knowledge has been recognised.”

Baroness Neville-Rolfe, (now former) Minister of State for Energy and Intellectual Property

Studio Kunze and was launched alongside the new organisation.

We also enlisted the help of PR agency GK, to deliver a campaign to launch CITMA and Chartered Trade Mark Attorneys. The campaign sought to develop the narrative around the important role Chartered Trade Mark Attorneys play in the protection and exploitation of registered IP rights.

Prepared for Brexit

Prior to the referendum on 24th June we visited members across the country alongside the Intellectual Property Office (IPO). We listened to and discussed with members possible implications and how we would approach a 'leave' vote in June. This helped inform our thinking, determine our members' priorities, and plan in the event of a 'leave' vote.

By doing so we were prepared for either outcome of the UK's referendum on membership of the European Union (EU).

Following the result we have worked hard to keep members informed and to lead the thinking behind what will happen once the UK leaves the EU.

The first step was to bring the IP organisations together including The Chartered Institute of Patent Attorneys (CIPA), Intellectual Property Lawyers' Association (IPLA), IP Federation (IP Fed) and the International Federation of Intellectual Property Attorneys (FICPI) to share thinking and ideas on Brexit planning.

We took the lead on registered rights and rights of representation before the European Union Intellectual Property Office (EUIPO). Looking in particular at current EU trade mark and design rights and their

scope of protection in the UK, and the ability for UK practitioners to continue to have rights of representation before the EUIPO.

To look into these in more depth and guide our work we set up a Brexit task-force. It is made up of members from a range of in-house companies and private practice firms.

Registered rights

Following the referendum we identified seven broad scenarios, based on historical instances of jurisdictions splitting, for how the IPO could handle existing EU trade mark and design rights when the UK exits the EU. CITMA favours an outcome which provides the maximum legal certainty while minimising the burden to business.

We published these in August, sharing our thinking in a series of meetings with the Intellectual Property Office (IPO). These scenarios have been used by a number of organisations, including the IPLA, as a basis for further research and thinking on how EU trade marks and registered community designs could be handled post-Brexit.

The scenarios provided further detail about the impact each option could have on the IPO, business and the level of legal certainty it would provide.

Rights of representation

The continuation of rights of representation for UK practitioners before the EUIPO is one of the most pressing issues for our members. In 2016 we produced guidance on possible paths to ensuring continued rights of representation post-Brexit.

We have also highlighted the issue to the EUIPO and discussed in detail with a number of parties including the IPO, The Law Society, IP Bar, and The Bar Council - as it's an issue that spans the legal sector.

Business as usual message

As any change in unlikely to take place before 2019 it was important to raise awareness that it is still business as usual. This has been a key part of our messaging. Representatives from CITMA have travelled to share this message on behalf of the profession. We spoke at events in Belgium, China, India, Latvia and the USA and will continue to speak at further events during 2017.

The TECH Summit in India saw President Kate O'Rourke join Jo Johnson MP, now the Minister for IP, on a panel to discuss IP rights in today's globalised world. While other speaking slots enabled us to reassure that it was business as usual for the UK's IP profession.

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:

- ❑ 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

From November 2016, with the granting of our Royal Charter, the term Chartered Trade Mark Attorney is derived from Corporate membership of CITMA. This gives us a greater platform to achieve these strategic objectives.

How we are governed

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 certain elements of CITMA's work. Committees delegate tasks to working groups, particularly around the delivery of certain projects and work streams.

In 2016 our Memorandum and Articles of Association were replaced by a Royal Charter and Bye-Laws. Any changes to these documents have to be approved by the Privy Council.

Our Council and officers are elected from among the Corporate membership and serve a two-year term.

Kate O'Rourke was elected President by the Council in 2016, taking over from Chris McLeod. Tania Clark was elected as First Vice-President, Richard Goddard as Second Vice-President and Clare Jackman as Treasurer. Chris McLeod remained on the Council as the Immediate Past-President.

The committees in 2016 were:

Education Policy & Development (EPAD)

During 2016 the Education Committee was disbanded and replaced by EPAD. The committee oversees and seeks to develop the education programme for members.

Events

Leads on our events programme, shaping 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 the 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 EUIPO, UKIPO and the 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. In 2016 due to the agreement to transfer business and assets from ITMA to CITMA and the accounts being prepared on a break-up basis, the audited accounts for 2016 show a balance sheet of £NIL at the end of the year and as a result an operating loss. In reality, for the year, the organisation operated in line with the budget set for the year.

Regulation

We continue 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 - The Intellectual Property Regulation Board (IPReg).

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

We also continue to monitor the regulatory landscape, and have had one-to-one meetings with the Chairman and Chief Executive of the Legal Services Board (LSB).

CITMA membership in 2016

Our members are at the core of our organisation. In 2016 we had 1,503 individual members – a slight increase on 2015.

During 2016 we welcomed 171 new members, including 29 new Ordinary, 39 Student and 70 Administrator members.

Unlike the previous year, membership was included without charge for all those who passed our Trade Mark Administrators' Course. As a result we saw an increase in uptake of new membership in this category of over 100%.

Total members in 2016

Member category	Total number of members
Administrator	190
Affiliate	35
Allied	28
Associate	164
Honorary	16
Overseas	167
Retired	15
Student	177
Fellow	47
Ordinary	664
Total	1503

New members in 2016

Member category	Total number of new members
Administrator	70
Allied	5
Associate	17
Overseas	7
Retired	4
Student	39
Ordinary	29
Total	171

Our events

We delivered over 60 events in 2016, including CPD sessions, webinars, social events and our annual Spring Conference.

Our London Evening Meetings saw an 11% increase in attendances. We continued to hold the events at the Royal College of Surgeons. While our regional series of events attracted steady audience numbers.

Our flagship Spring Conference saw delegates treated to a range of high profile speakers, including keynote speaker Tugba Unkan from FRAME Denim. The Gala Dinner was held in the Tower of London.

The Autumn Seminar, in Birmingham, attracted 107 people, a 5% increase on the previous year.

Members were treated to Christmas lunches in London and Leeds once again, with over 600 people attending across the two events.

In another highlight, we packed out a room at Gowling WLG in April to discuss a high profile designs case. The event attracted a high profile

audience, including the founder of Trunki, Rob Law. The speakers included barristers for each party in the case, Mark Vanhegan QC for PMS, and Michael Hicks for Magmatic.

The webinar series continued to attract unprecedented numbers of delegates – seeing an average of over 100 people per webinar in 2016.

Events – a member benefit

In a survey conducted by Think Publishing in 2016 ‘having the opportunity to attend CITMA events’ was ranked as the third most important member benefit.

In 2016 we revamped and re-launched our online library of event recordings. Re-badging the section as a chance to earn CPD online.



Law & practice

The political events of June 2016 emphasised the importance of the Committee's relationships with governmental and non-governmental organisations and much of the Committee's focus has been in developing these.



The UK Intellectual Property Office (IPO)

Members of the Law and Practice Committee have been heavily involved in the IPO's stakeholder meetings on issues surrounding the UK's exit from the EU.

In addition, CITMA's officers and members of the IPO Liaison Working Group have attended the Marks and Designs Forum, a forum for trade mark and design law and practice. The Committee also welcomed IPO representatives to its committee meetings and working group meetings to discuss current issues.

Members of the Committee also participated in international meetings alongside the IPO including various meetings and presentations to Chinese delegations and a visit to India.

European Union Intellectual Property Office (EUIPO)

In April 2016, the President and Vice-President attended the EUIPO's User Group Meeting in Alicante. This year, the meeting covered issues such as the EUIPO Strategic Plan, acquired distinctiveness, amendments to the Guidelines, the European cooperation service and the Observatory. The afternoon consisted of a series of workshops and interactive session on EUIPO initiatives.

A member of the EUIPO Liaison Working Group attended EUIPO's Case Law Conference in Alicante in May and the lead of the Working Group attended a stakeholder meeting in Brussels

During the year the Committee responded to various consultations, EUIPO's questionnaire on convergence issues and perhaps most significantly the European Commission's consultation on draft implementing regulations and draft delegated regulations.



World Intellectual Property Organization (WIPO)

The WIPO Liaison Working Group was able to collaborate with the IPO's International team on key substantive issues relating to international registrations and continues to encourage the IPO to adopt the WIPO software to enable on-line filings of international registrations.

A member of the Working Group attended WIPO's Round Table meeting in June 2016, a meeting of stakeholders focusing in particular on processes and methods of working at WIPO.

European Sisters Organisation

The President and First Vice-President attended the 2016 meeting of the European sister organisations in Madrid in April 2016. This is an annual meeting of European stakeholders, to discuss matters of mutual interest.

Designs and copyright

The Designs and Copyright Working Group had an active year especially in producing materials and events for members, publishing articles on the subject of design and copyright. They also organised a very successful seminar on the recent Trunki case.

A joint response with CIPA was submitted on the Designs Practice Note 1/16, following the Trunki case.

Litigation

Members of the CITMA Litigators' Working Group attended the IP Court and IPEC Users' Committees and reviewing the IPEC Guidelines. The Committee also continued to organise the marshalling scheme with the IPEC judges.

Domain names

Our Domain Names Working Group submitted a response on, amongst other things, ICANN's consultation on rights protection mechanisms.

Other projects

The Committee continues to review case referrals to the European Court of Justice. However, the Committee did not feel that any of the cases under review warranted submissions.

The Committee continued to monitor and where appropriate respond to consultations in a number of other areas including standardised packaging of tobacco products and the IPO's survey on bad faith issues in China.



Corporate social responsibility

IP Pro Bono

Launched in 2016, IP Pro Bono is a scheme we helped to get off the ground.

It has been designed to assist small businesses and individuals involved in disputes about intellectual property, who cannot reasonably afford to pay for professional advice. It covers trade marks, registered designs, patents and copyright.

We worked together with The Chartered Institute of Patent Attorneys (CIPA), the Intellectual Property Lawyers' Association (IPLA), the IP Bar and the Law Society to launch the project.

The initiative for the project came in response to a challenge set by His Honour Judge Hacon, presiding judge of the Intellectual Property Enterprise Court. He set IP legal services providers the goal of offering advice and support to unrepresented claimants and defendants in IP disputes.

Under the scheme a case officer will assess each application received and, if the applicant meets the set criteria, allocates the case to one of the participating firms on a rota basis.

It complements the pro bono services offered by CITMA members via regular free advice clinics in London, and the free advice many members offer to those in need as part of their own practice.

In 2016, we ran free advice clinics at the Intellectual Property Office, where members of the public could seek guidance from a Chartered Trade Mark Attorney on a trade mark or design matter.

IP Inclusive

We remain committed to championing diversity within the IP professions. 2016 saw the one year anniversary of IP Inclusive, which CITMA has continued to support.



(L-R): HHJ Hacon, Kate O'Rourke, Tony Rollins, Sean Dennehey at the launch of IP Pro Bono

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.

To help achieve this and provide focus two new support groups were formally launched – IP Out, and Women in IP. A black and minority ethnic (BAME) stream is also being explored by IP Inclusive.

We have continued to encourage our members' firms to sign up to 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. At the end of 2016 nearly 100 had done so.

Benevolent Fund

Our Benevolent Fund continued to raise additional money in 2016. The main activities included holding a silent auction, which saw items donated by CITMA members and their firms, and the annual quiz night in London.

The Fund continues to be promoted on CITMA's communication channels. During 2016 no financial assistance was requested by members.

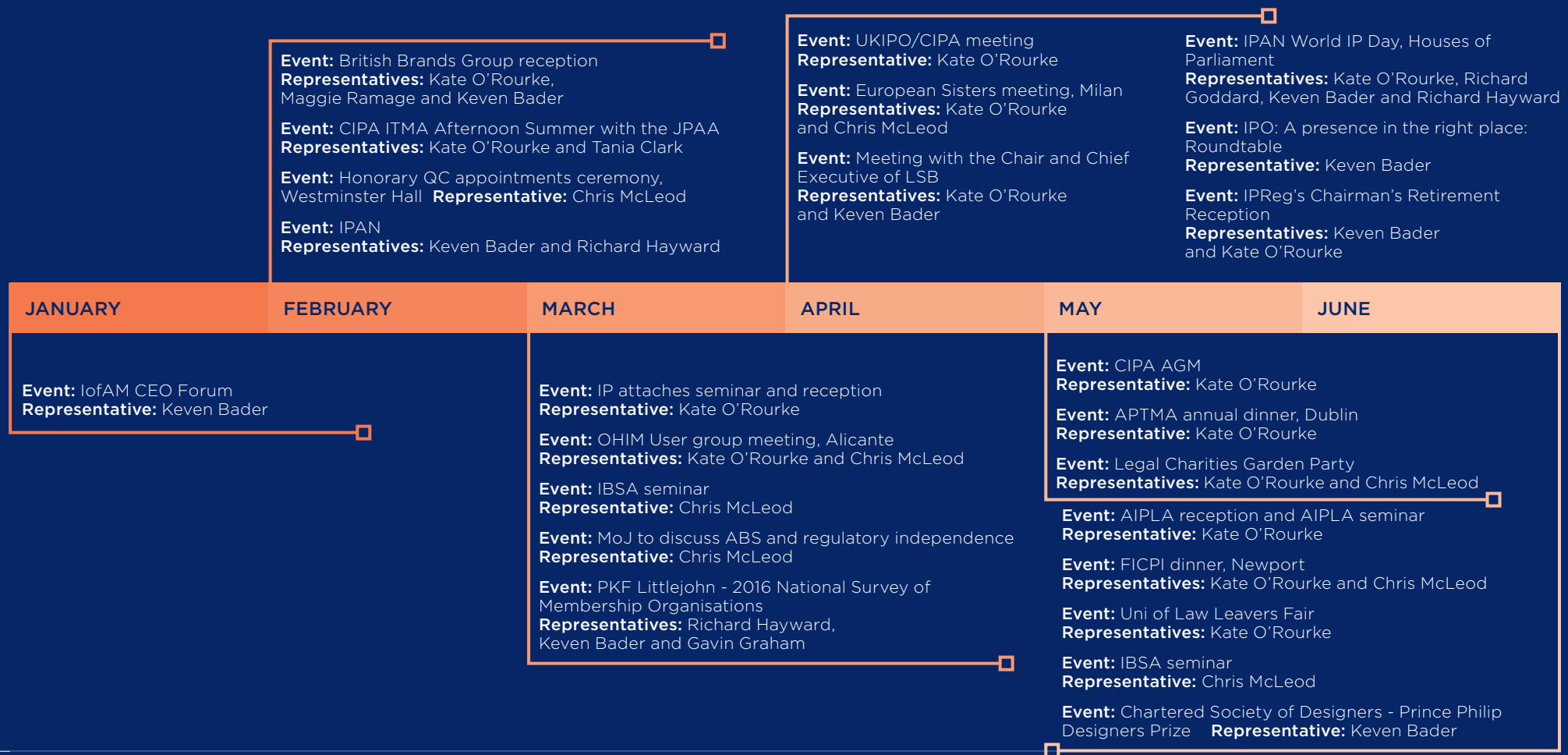
Other activities

We continued to promote the services of Law Care, which supports mental health and wellbeing in the legal community. 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 our members and the wider profession.

This graphic represents many of the events CITMA represented the profession at in 2016.



Event: IPFed President's reception
Representative: Kate O'Rourke

Event: Meeting with IP Minister (with other IP organisations)
Representative: Kate O'Rourke

Event: CIPA Gala dinner
Representatives: Kate O'Rourke, Tania Clark and Keven Bader

Event: Meeting with John Alty
Representative: Kate O'Rourke

Event: CILEX reception
Representative: Kate O'Rourke

Event: UK-China Ministerial IP Visit, China and Hong Kong
Representative: Catherine Wolfe

Event: IP Inclusive - women in IP event
Representative: Kate O'Rourke

Event: TECH Summit, Delhi
Representatives: Kate O'Rourke and Sanjay Kapur

Event: UKIPO Global IP Summit, Mumbai
Representative: Kate O'Rourke

Event: Mumbai Charter launch
Representative: Kate O'Rourke

Event: IP Executives Forum, Newport
Representatives: Kate O'Rourke, Keven Bader, Chris McLeod, Rachel Wilkinson-Duffy, Tania Clark, Philip Harris and Mark Bearfoot

Event: EUIPO design awards
Representative: Kate O'Rourke

Event: Regulatory issues in the internal market - Brexit Discussion
Representative: Tania Clark

Event: IBSA Conference
Representative: Chris McLeod

Event: IPAN AGM
Representative: Richard Hayward

Event: IP Inclusive reception
Representative: Maggie Ramage

Event: British Brands Group lecture
Representative: Clare Jackman

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

Event: IPPDG meeting
Representatives: Kate O'Rourke and Keven Bader

Event: AIPLA Annual Meeting
Representative: Tania Clark

Event: IP Pro-Bono scheme - launch event
Representatives: Keven Bader, Kate O'Rourke, Richard Goddard and Richard Hayward

Event: Global IP Summit in Brussels
Representative: Kate O'Rourke

Event: INTA Brussels reception
Representative: Kate O'Rourke

Event: China/UKIPO seminar
Representatives: Kate O'Rourke, Catherine Wolfe, and Rachel Wilkinson-Duffy

Event: ECTA workshop, Riga
Representative: Philip Harris

Event: EU agencies forum, European Parliament, Brussels
Representative: Rachel Wilkinson-Duffy

Event: Westminster Forum on Legal Services Market
Representative: Kate O'Rourke

Event: British Library IP reception
Representative: Kate O'Rourke and Keven Bader

Event: IofAM CEO Forum - 'The Minister will see you now'
Representative: Keven Bader

Educational courses

Responsibility for education is an important part of CITMA'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.

Trade Mark Administrators' Course

CITMA's course continues to be recognised as the industry standard qualification for Trade Mark Administrators, with 95 people passing the course in 2016 – up by 20 from the previous year. The successful candidates collected their certificates at a ceremony in the offices of Thomson Compumark.

Lectures are delivered by experienced Trade Mark Administrators 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 six 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, as well as CITMA's Trade Mark Administrators' Course – which was jointly won by two individuals with impressive scores of 97 out of 100.

Highest mark achieved by a CITMA member on Bournemouth University's Post Graduate Certificate in IP Law course:
Michael Tennant, Tennant IP Ltd

Highest mark achieved by a CITMA member on Nottingham Law School's Professional Certificate in Trade Mark Practice:
Amy Galloway, Bond Dickinson LLP

Highest mark achieved by CITMA member on Queen Mary University of London's Trade Marks Law and Practice Postgraduate Certificate course:
Emily Scott, Boulton Wade Tennant

Hogarth award - highest mark achieved by a Chartered Trade Mark Attorney on NLS' Intellectual Property Litigation and Advocacy Course
Sharon Kirby, Kilburn & Strode

Thomson CompuMark award - Highest mark achieved on the 2016 ITMA Trade Mark Administrators' Course
Nathan Chambers, Wynne-Jones IP & Jade Coggle, Reckitt Benckiser Corporate Services

2016 student stats:

Queen Mary University of London - Postgraduate Certificate in Trade Mark Law & Practice
There were 54 attendees, either undertaking the whole programme or individual modules.

Bournemouth University
There were 17 students on the trade mark attorney route.

Nottingham Law School - Professional Certificate in Trade Mark Practice
The cohort was 52. Two students re-sat but did not attend modules.

Communications

Key messages

We continued to promote our members through our external communications plan, and the organisation to internal and external audiences.

Communication underpins the organisation's corporate strategy. With our Royal Charter being sealed in 2016 it was a unique opportunity to reaffirm our key messages and position our members as the leading practitioners in their field. It was also vital to make known the importance of using a chartered professional to business and professional audiences.

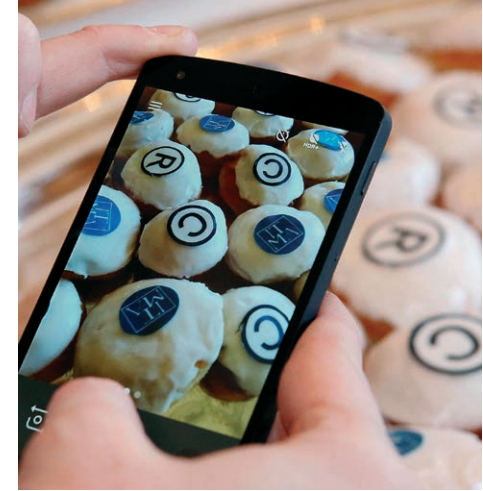
With the continuation of our move towards more digital communication, a focus was put on improving the information and use of our website, social media and email communication. While we had a smaller focus on PR and media engagement, it remained an important part of our communications mix.

CITMA Review remains a staple part of our member communication – and a 2016 survey by Think Publishing found 94% of our members rated the magazine as 'good' or 'excellent'. They also rated it as the most valuable communication channel.

Social media

We continued to develop our Twitter and LinkedIn communities in 2016, growing our Twitter following past the 2,000 followers mark. Analysis by Think Publishing demonstrates how we are performing in terms of social media following (see table).

Twitter remains a valuable tool to not only promote our messages, but also to drive traffic to the CITMA website. Over 6% of our website's traffic was from a direct link from social media.



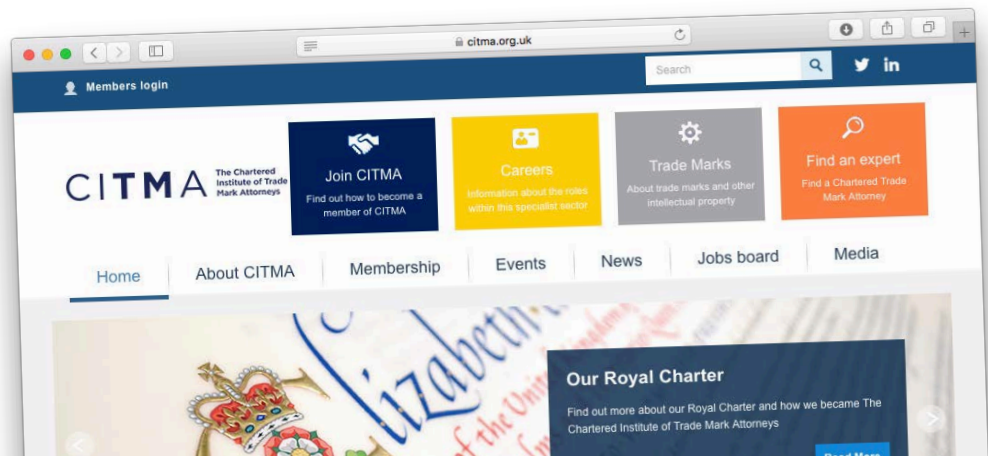
Social media was also integral to the promotion of our Royal Charter, and Spring Conference. Part of the deliverables from GK was a social media campaign which engaged our members and their firms to tweet and re-tweet e-cards about the Royal Charter.

In 2016 our Tweets had an actual reach of 379,442 and were engaged with 11,092 times.



Member organisation	Twitter followers	Post frequency	Followers as % of membership
ITMA	1,937	1-2/day	121%
CIPA	2,046	3-4/day	58%
INTA	12,600	2/day	42%
The Law Society	75,000	5+/day	46%
Law Soc Gazette	68,255	8-10/day	42%

Table: Think Publishing August 2016



PR and media engagement

National media coverage was secured across a range of media outlets including TalkSPORT, BBC Radio Five Live, BBC News online, The Guardian, BBC Radio One and The Daily Telegraph.

We continued to engage with sector publications too and regularly contributed to the Solicitors Journal, World IP Review, World Trademark Review and Managing Intellectual Property amongst others.

We ran a major media campaign, executed by GK, to tie in with the launch of CITMA. The campaign aimed to position Chartered Trade Mark Attorneys as the experts in trade mark legal matters, and CITMA as a mark of quality. It included a series of thought leadership pieces placed in business and legal publications; as well as more general articles in intellectual property and general law publications.

Email communications

We made good improvements with our email communications to members.

Our email open rate increased from 32% in 2015 to 39% in 2016. To achieve this we worked on being more streamlined in the messages we send – geographically segmenting contacts, sending more round-up emails and fewer single event emails and improving the layout has all helped achieve this.

Website

Our website saw a 22% increase in visitors during in 2016. We were able to utilise the functionality of the website further to enhance user experience, creating a number of mini-sites within the website. 'Brexit', the Spring Conference and Royal Charter were examples of some of the mini-sites.

We also improved the information and accessibility of materials for members on our website. We introduced a CPD video library, which includes all available webinars and seminars since 2014.

During 2016 we updated the navigation of our website to ensure that information was more accessible.

The jobs board and members' search tool remain the most viewed pages, after the homepage. The jobs board was visited over 40,000 times and members' search 25,000 times.

Honorary members and past presidents

Honorary members 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 W Beeston	Miss S Lesley OBE
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

Past Presidents of ITMA

Sir Edgar Sanders	1934 - 1941	Keith Richard Havelock	1979 - 1981
James Noel Evans-Jackson	1942 - 1946	Sheila Florence Lesley	1981 - 1983
Algernon Romaine Carpenter	1947 - 1948	William John Andrew Beeston	1983 - 1985
James Noel Evans-Jackson	1949 - 1951	Graham Alastair Albert Ball	1985 - 1987
William Urquhart-Dykes	1952 - 1955	David Brian Lutkin	1987 - 1989
John Conrad Arnold	1956 - 1956	Donald Gordon Turner	1989 - 1990
Leslie Ashcroft Ellwood	1956 - 1961	Maurice Keith Padmore	1990 - 1992
Rex Brown	1961 - 1962	Richard Charles Abnett	1992 - 1994
Maurice Frank Rowland	1962 - 1964	John Alexander Groom	1994 - 1996
Derek Rolfe Martin	1964 - 1966	John Arthur Slater	1996 - 1998
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 2016 the members of Council were:

Mark Bearfoot,
Harley-Davidson Europe

Oscar Benito,
GlaxoSmithKline

Tania Clark, (First Vice-President)
Withers & Rogers LLP

Kelly Clarke,
Olswang LLP

Richard Goddard,
(Second Vice-President)
BP plc

Keith Havelock

Philip Harris

Mark Hiddleston,
Hiddleston Trade Marks

Natasha Hinds-Payne,
Cath Kidston

Clare Jackman, (Treasurer)
Norton Rose Fulbright LLP

Mike Lynd

Chris McLeod,
Elkington & Fife LLP

Alison Melling,
Marks & Clerk LLP

Simon Miles,
Edwin Coe LLP

Kate O'Rourke, (President)
Charles Russell Speechlys LLP

Maggie Ramage,
Edwin Coe LLP

Rachel Wilkinson-Duffy,
Baker & McKenzie LLP




Imogen Wiseman,
Cleveland IP

Catherine Wolfe,
Boulton Wade Tennant

Aaron Wood,
Wood IP Limited

Council Attendance

	January	February	April	June	September	November
Mark Bearfoot	In attendance	In attendance	In attendance	Absent	In attendance	In attendance
Oscar Benito	Not a CouncilMember	Not a CouncilMember	In attendance	In attendance	Absent	In attendance
Katie Cameron	Absent	Absent	Not a CouncilMember	Not a CouncilMember	Not a CouncilMember	Not a CouncilMember
Tania Clark	In attendance	In attendance	In attendance	In attendance	Absent	In attendance
Kelly Clarke	Not a CouncilMember	Not a CouncilMember	In attendance	In attendance	Absent	In attendance
Richard Goddard	In attendance	In attendance	In attendance	Absent	Absent	In attendance
Philip Harris	In attendance	In attendance	Absent	In attendance	Absent	In attendance
Keith Havelock	In attendance	In attendance	In attendance	In attendance	In attendance	In attendance
Mark Hiddleston	In attendance	In attendance	In attendance	In attendance	In attendance	Absent
Natasha Hinds-Payne	Not a CouncilMember	Not a CouncilMember	In attendance	Absent	In attendance	In attendance
Clare Jackman	In attendance	In attendance	In attendance	In attendance	In attendance	In attendance
Mike Lynd	In attendance	In attendance	Absent	In attendance	In attendance	In attendance
Chris McLeod	In attendance	In attendance	In attendance	In attendance	In attendance	In attendance
Alison Melling	In attendance	In attendance	Absent	In attendance	Absent	In attendance
Simon Miles	Absent	In attendance	Absent	In attendance	In attendance	Absent
Kate O'Rourke	In attendance	In attendance	In attendance	In attendance	In attendance	In attendance
Maggie Ramage	In attendance	In attendance	In attendance	In attendance	In attendance	In attendance
James Setchell	In attendance	In attendance	Not a CouncilMember	Not a CouncilMember	Not a CouncilMember	Not a CouncilMember
Helene Whelbourn	Absent	Absent	Not a CouncilMember	Not a CouncilMember	Not a CouncilMember	Not a CouncilMember
Rachel Wilkinson-Duffy	Not a CouncilMember	Not a CouncilMember	In attendance	In attendance	In attendance	Absent
Imogen Wiseman	In attendance	In attendance	In attendance	In attendance	In attendance	In attendance
Catherine Wolfe	In attendance	In attendance	In attendance	In attendance	In attendance	In attendance
Aaron Wood	Absent	Absent	In attendance	Absent	In attendance	Absent

	In attendance
	Absent
	Not a CouncilMember

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.

In 2016 the Education Committee was dissolved by Council, and a new Education Policy and Development Committee was created in its place.

**replaced the Education Committee*

Education Policy & Development *

Philip Harris (chair)
Mark Bearfoot
Carrie Bradley
Alison Melling

Executive

Chris McLeod (chair)
Tania Clark
Richard Goddard
Philip Harris
Clare Jackman
Maggie Ramage
Catherine Wolfe

Events

Maggie Ramage (chair)
Mark Bearfoot
Natalie Brindle
Tania Clark
Kelly Clarke
Gayle Hodt
Aaron Wood

Publications & Communications

Richard Hayward (chair)
Mark Bearfoot
Ashley Benjamin
Jerry Bridge-Butler
Richard Burton
Birgit Clark
Al Craig
Mark Hiddleston
Natasha Hinds-Payne
Rebecca Kaye
Sarah McPoland

Law & Practice

Imogen Wiseman (chair)
Oscar Benito
Angela Fox
Phil Harris
Keith Havelock
Michael Lindsey
Eleanor Merrett
Simon Miles
Jonathan Thurgood
Rachel Wilkinson-Duffy

Our officers are ex-officio members of all committees:

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

Commercial partnerships

We would like to thank the continued support of the following organisations during 2016:

CompuMark
Trademark Research and Protection

 **Clarivate**
Analytics

 **Wolters Kluwer**




WebTMS
Trademark Management Software
www.webtms.com

CITMA The Chartered
Institute of Trade
Mark Attorneys

5th Floor, Outer Temple
222 - 225 Strand
London WC2R 1BA
United Kingdom

Telephone: +44 (0)207 101 6090

Email: tm@citma.org.uk

Web: www.citma.org.uk

Twitter: @CITMAuk

LinkedIn: The Chartered Institute of Trade Mark Attorneys (CITMA)