european data forum

OFFICE FOR HARMONIZATION IN THE INTERNAL MARKET
(TRADE MARKS AND DESIGNS)

The European Data Forum Athens 2014

The Community Trademark Pioneer in Cross-Border Services

Inge Buffolo
Head of ICLAD

Trademark Management in Europe

OHIM/OAMI

- Apply in any language
- Research in CTM and national trademarks
- Publish in 23 languages
- Opposition in any EU language
- Litigation nationally
- Align with US, CH, J, K

Cross-Border Interoperability - TMclass

- 30 Participating Offices, including OHIM, JPO, Korea & USPTO
- Accepted TM classification terminology (Goods and Services)
- Linked to TM taxonomy
- Combines three international classification initiatives:
  - Nice Classification.
  - The Trilateral Agreement.
  - The Harmonisation Project

Statistics in TMClass

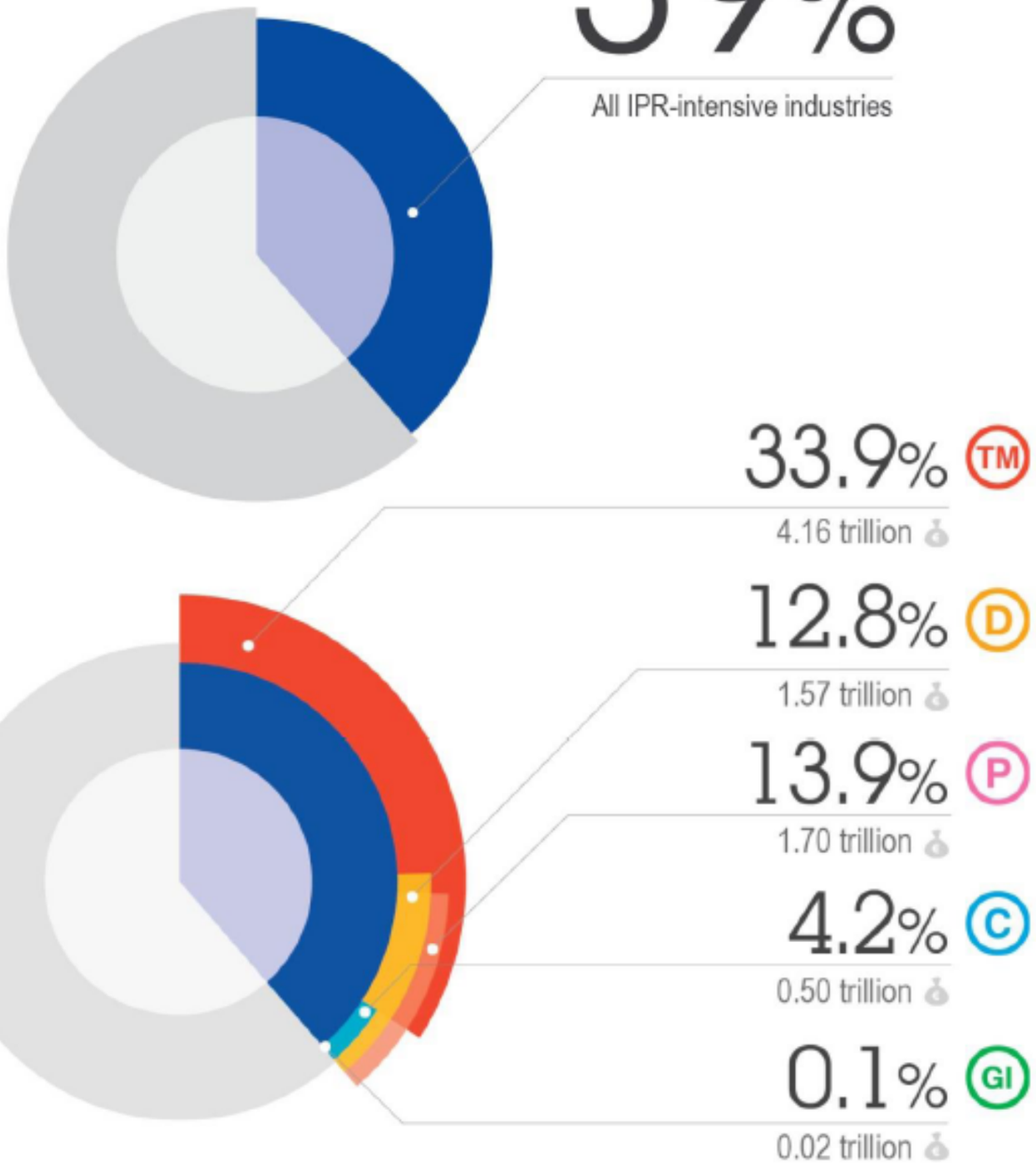
- Started with >110,000 English terms
- Other languages ranging from 8,000 to 60,000 (DE)
- Cleaning up resources – Reduce EN to 93,000
- Language Equality
  - 93,000 terms in all EU languages too €€€ without automation
  - Mining data for translations
  - DB grew from 400,000 to 2.1m terms
- Conceptual clustering
  - Non essential entries removed – DB shrunk to 1.5m terms
  - Semi-automatic creation of 50,000 meaning clusters
- Taxonomy built for the top layers and concepts linked

Importance of IP to EU Economy

Contribution of IPR-intensive industries to GDP

39% of total economic activity (GDP) in the European Union was generated by IPR-intensive industries from 2008-2010.

This totals **over € 4.7 trillion** annually.

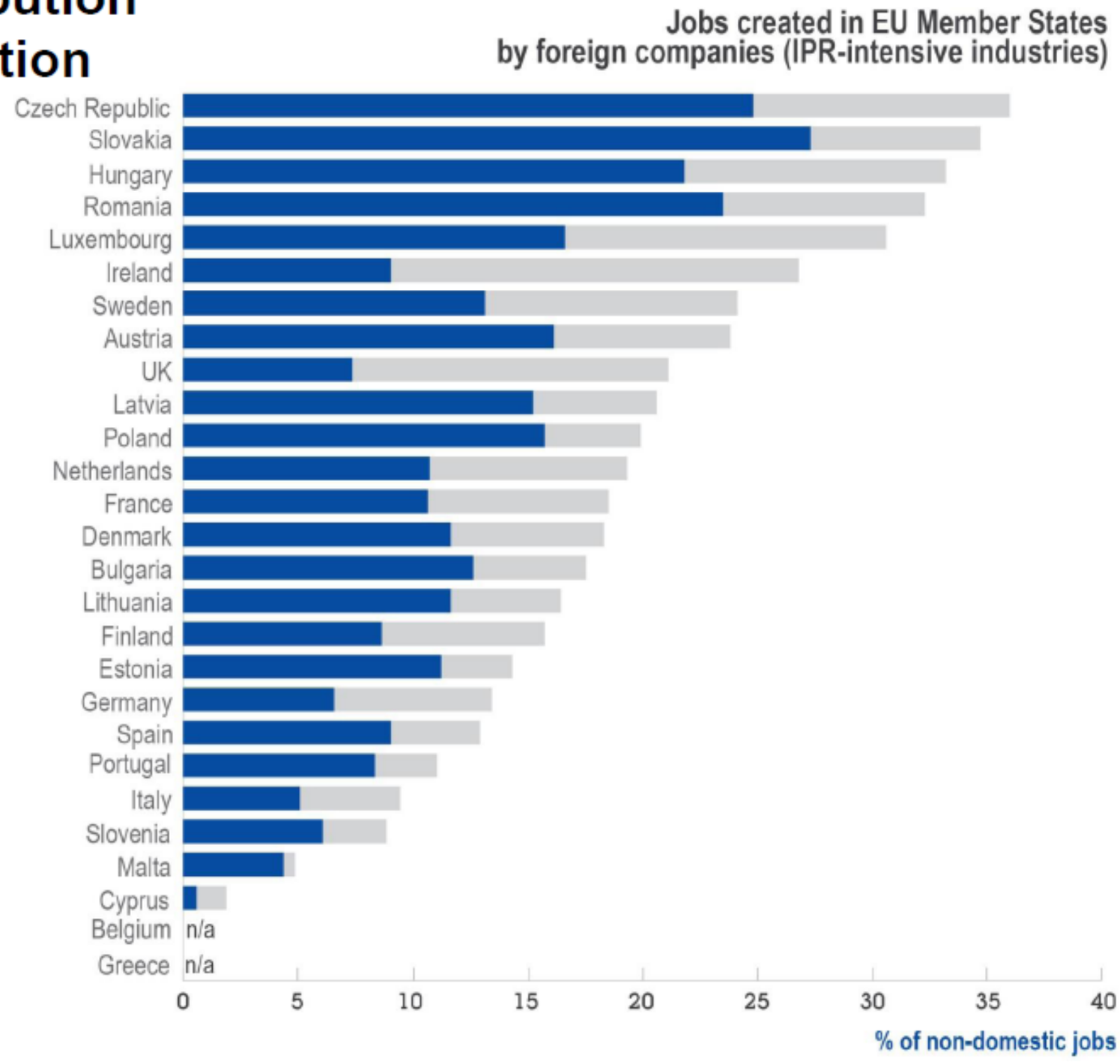


TM trade mark
D design
P patent
C copyright
GI geographical indication

Key Role of Cross-Border

IPR contribution to job creation

Job creation can be considered another positive IPR contribution to the European Union.



Fighting the Crisis with Interoperability

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"We have to share ideas and try to align, map between concepts, rather than trying to harmonize different world perspectives."

Tom van Engers,
Leibniz Center for Law, Amsterdam