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The Community Trademark
Pioneer in Cross-Border Services

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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.

<table>
<thead>
<tr>
<th>Industry</th>
<th>Contribution to GDP</th>
<th>Value (trillion)</th>
</tr>
</thead>
<tbody>
<tr>
<td>TM: Trademark</td>
<td>33.9%</td>
<td>4.16</td>
</tr>
<tr>
<td>D: Design</td>
<td>12.8%</td>
<td>1.57</td>
</tr>
<tr>
<td>P: Patent</td>
<td>13.9%</td>
<td>1.70</td>
</tr>
<tr>
<td>C: Copyright</td>
<td>4.2%</td>
<td>0.50</td>
</tr>
<tr>
<td>GI: Geographical Indication</td>
<td>0.1%</td>
<td>0.02</td>
</tr>
</tbody>
</table>

*Abbreviations: TM = Trademark, 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.

[Bar chart showing countries and their contribution to non-domestic jobs created by foreign companies in IPR-intensive industries.]
“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