

***Inter-Regional Forum on Development and
Service-Oriented IP Administration***

**Egyptian Trademarks
and
Industrial Designs Office**

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Egyptian Trademark and Industrial Designs Office

	Total Number of Applications	Total Number of Local Registered Marks	Total Number of Foreign Registered Marks
Trademarks from 1940 to 2008	218835	104876	84008
Industrial Designs and drawings from 1951 to 2008	65982	60341	314

Problems in the Trademark Office Before Modernization

- Staff – low productivity
- Workflow - antiquated paper-based system
- Inadequate automated searching ability
- Not using international BEST practices
- Huge backlog
- Examination decisions taking 4 to 5 years for locally filed applications
- Computers and examination software not yet in use – need to integrate fully into work and understanding of responsibilities
- Inconsistent and unpredictable results – need for transparent procedures
- Need for effective management systems

Integrated Modernization Approach

- Human Resource
- Organizational Development
- Technical Development
- IT Development

Staffing

Trademarks and Industrial Designs Office


Section	No. of Staff (Trademarks)	No. of Staff (Industrial Designs)
Reception and Indexing	21	6
Examination and Searches	11	10
Publications (Gazette and Certificates)	5	2
Registration and Renewal	6	2
Appeals, Oppositions, Cases and Complaints	7	3
Amendments and Modifications	6	2
International Applications (Madrid, the Hague)	7	No separate staff
IT Department	2 IT Administrators + 2 Automation Focal Points	Same IT staff

Human Resource

- Training – individual training plans, access to training opportunities, specialized training
- Planning – recruitment, deployment, development
- Management system development – reporting systems, coordination, goals and objectives, outcomes
- Management development – supervisory, management, and leadership programs, creating effective work culture



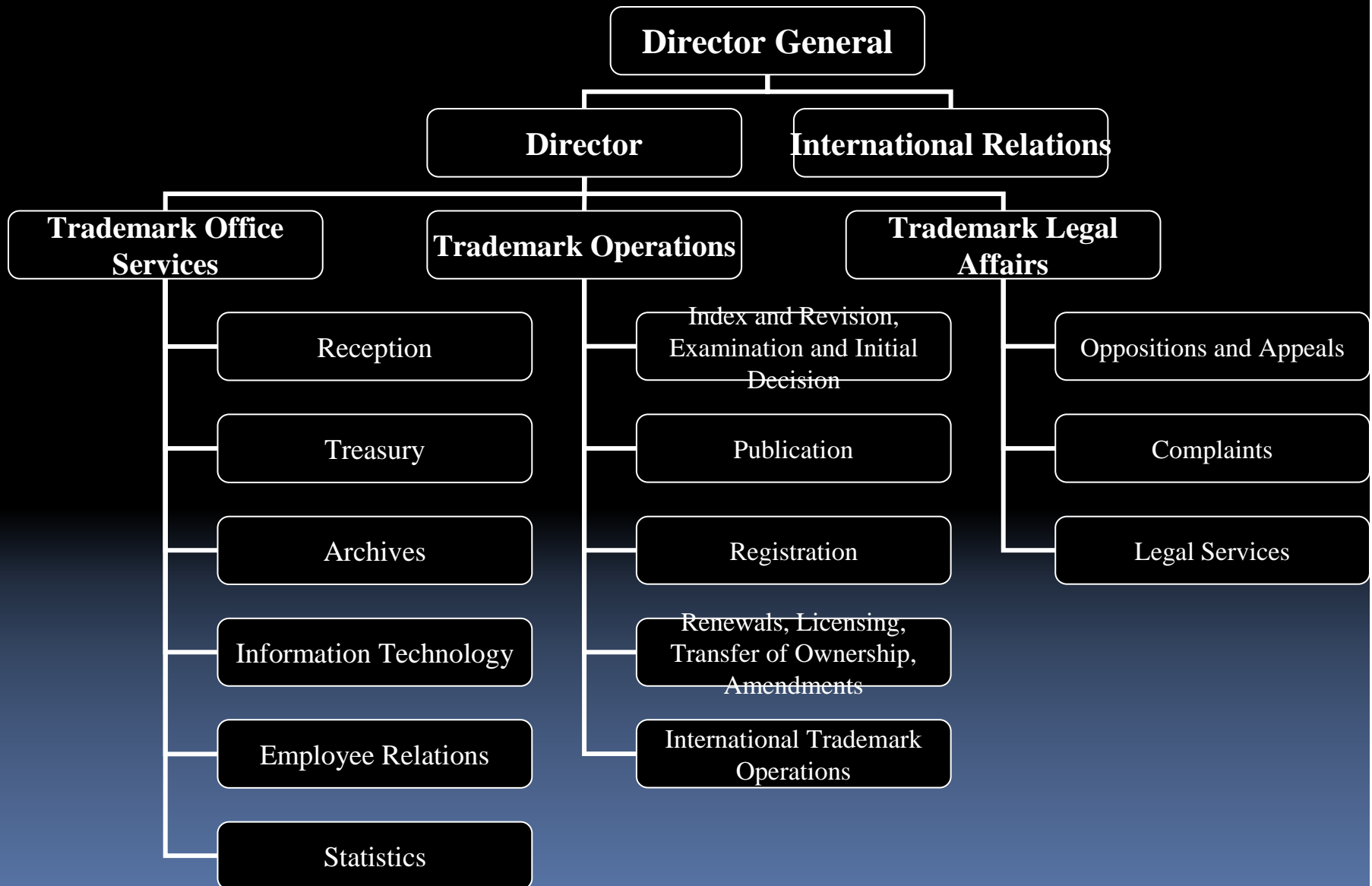
Human Resource

- Customer orientation
 - On-the-job/mentoring (TM and ID)
 - Examination –law, guidelines/procedures, geographical indications, well-known marks, oppositions, appeals ...
 - Cross-training within TM
 - Training on new computer software (with WIPO)
 - Management training
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Organizational Development

- Meet with all staff to discuss changes
- Inform staff clearly of job responsibilities
- Reporting relationships
- Specific duties
- Extent of authority
- Expected level of performance (e.g., number of applications examined per week, accuracy)
- Accountability
- Ethical requirements for employees
- Provide incentives to staff (discretionary, performance-based bonuses, overtime, access to training opportunities, travel to international meetings, etc.)

Organizational Development



Technical Development

- Productivity benchmarks determined for:
 - Examination
 - Revision (searching)
 - Initial Decision
- Managers are to supervise work so as meet productivity benchmarks
- Payment/incentives given for exceeding benchmarks.

IT Development

- Arabic Intellectual Property Management System (AIPMS) * provided by WIPO and customized according to the Egyptian Office Need
- Data migration to the WIPO System
- Acquired and installed new hardware

**The automation system used by WIPO for IP Offices in the Arab Region.*

IT Development

ARABIC TEXT-SEARCHING

- Although the AIPMS complies with WIPO standards and offers an Arabic interface, it does not provide the sophisticated Arabic text searching capabilities for similar word marks of the existing system.
- Arabic text searching is a particularly complex functionality to implement given the lack of diacritics (vowel marks above and below) in modern usage, ambiguous spellings, common Arabic Mistakes, sound-alike spellings, etc.

Use of AIPMS [TM&ID]

Office Action	AIPMS Potential (%)	Actual Usage (%)
<u>Reception Desk</u> (Data entry & validation)	100	100
<u>Examination & Searches</u>	100	70
<u>Madrid Marks</u>	100	100
<u>Official Correspondences</u>	100	100
<u>Oppositions & Appeals</u>	90	70
<u>IP Gazette</u>	100	70

IT Development

ARABIC TEXT-SEARCHING

- The most striking difference between Arabic and other languages is that Arabic text is usually presented without vowels. Vowels, when used, are presented by diacritical marks, placed above or below the character. Diacritization defines the sense of each word, and how it will be pronounced. However, the use of diacritics has lapsed in modern Arabic writing.

For Example, consider the English words "some", "sum" and "same". Non-Diacritized Arabic would reduce these words to "sm" leaving it to the individual reader to decipher the word and add its missing vowels depending on the context .



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IT Development - ARABIC TEXT-SEARCHING

- In addition soundex search was needed to help examiners while searching, the search engine expands the search queries to include words with same pronunciation in English and Arabic
- The trademark office integrated the “IDRISI-Sakhr” Search Engine with AIPMS Software to allow examiners to have better search results and decision.

Manual System

Year	filling	Time from Filling to Decision	Time from Decision to Registration	Number of Decision	Number of Registration	Number of Renewal	Number of Appeals	Number of Oppositions
2000	9772	3 years	3.5 years	2000	350	200	600	100
2001	8000	3.2 years	3.8 years	2500	400	400	500	120
2002	7000	4 years	4.8 years	1850	350	250	325	110
2003	7500	3 years	3.5 years	2000	400	225	350	100
2004	7553	2.5 years	3 years	2500	550	200	400	120
2005	10174	1.5 years	2 years	32000	4000	800	2000	400

Automated System

Year	Filling	Time from Filling to Decision	Time From Decision to Registration	Number of decision	Number of registration	Number of renewal	Number of appeals	Number of oppositions
2006	13605	12 months	9 months	14000	12500	1200	3000	450
2007	16076	8 months	8 months	16000	8897	3599	2500	550
Up to May 2008	9876	6 months	6 months	9000	4800	1000	300	175

Automation Impact Indicators

Office Action	Prior to Automation	After Automation
<u>Application Filing to registration</u> Trademarks	4/5 years	12/14 months
Industrial Designs	Over a year	9 months
Formalities check	Few days	30 minutes max.
Examination & Searches	25 files/week/ Examiner	50 files/week/ Examiner
Official notifications & certificate printing	Few hours	15/30 minutes max.

Following

Office Action	Prior to Automation	After Automation
<u>Post registration actions</u> (renewals, assignments, oppositions, Appeals, etc.)	Long delays due to a huge backlog	No backlog, swift response to the requests
Preparation of Gazette	Irregular 5 months backlog	Monthly (outsourcing)* <i>* In-house digital Gazette from July 08.</i>

Data migration to the WIPO System

IP type	Total volume	Captured and validated	Active and not yet captured
TM	218835 (188884 Actives, National & Foreign)	117400	36000
Madrid	90000	90000	-
ID	34000	31000	3000 along with the images from 1990 to 1994

Acquired and installed new hardware

type	Existing	Model	Needed
Servers	3	Hp	-
PCs	55	Hp – p4	8
Laser jet printers	8	Hp	-
Inkjet printers	5	Hp desk jet	-
Scanners (flatbed)	4	Hp	-
Network printer	-	-	2
Network scanner	-	-	1

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- ***Thank you for your attention***