Training and raising awareness programme on trademarks and designs

INPI

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Introduction

- Focus on broad business issues at stake in industrial property as a whole: patent, trademark, designs.
- The level of trademark applications is quite satisfactory.

Based on the number of national and Community applications

We are nevertheless developing specific training activities as regards trademarks.

Source: OHIM, INPI for French figures.
Continuous professional training

15% of INPI’s activity, with 150 trainees out of 1000.
A few figures (2/3)

Initial training

The place occupied by trademark and designs training in business schools
Initial training

The place occupied by trademark and designs training in engineering schools

- droit des brevets
- veille technologique
- approche économique
- droit des marques
- propriété intellectuelle
- domaines spécifiques
- droit des D et M
- autre

A few figures (3/3)
Two specific activities (1/5)

INPI’s continuous professional training
- 8 training modules on trademarks
- 4 training modules on designs

Around 150 people follow these sessions each year.
Two specific activities (2/5)

1. Administrative assistant trademark certificate

   4 A programme targeting industrial property assistants in companies or in legal firms.

   4 Set up in partnership with industrial property attorneys and large companies.

   4 Objectives:
     – to professionalize assistant’s practices,
     – to enhance recognition and add value to a specific job for which no training existed.
Two specific activities (3/5)

- Administrative assistant trademark certificate:
  - 6 modules totalling 100 hours of training
    - General notions of industrial property
    - Actors and professional environment of industrial property
    - Trademark and designs procedure in France
    - International procedures
    - Community procedures
    - Searches for industrial property information

4. Final assessment leading to obtaining a certificate.
4. Two sessions of 14 participants have been held to date (one session each year).
Two specific activities (4/5)

<table>
<thead>
<tr>
<th>Awareness of trademarks in secondary schools</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 For 10 years, INPI has been running a programme to raise the level of awareness in secondary schools, strongly focused on trademarks.</td>
</tr>
<tr>
<td>4 1,000 talks are organised each year, covering nearly 35,000 pupils.</td>
</tr>
</tbody>
</table>
Two specific activities (5/5)

1. Awareness of trademarks in secondary schools

4. A programme which has given very satisfactory results, with a remembering and understanding rate of almost 90%.
Conclusion

- The trademark is an essential feature of our training and awareness-raising policy, but is often integrated within a global approach to industrial property.

- The area in France where efforts still need to be made is that of the Community trademark. It is little used by companies.
Conclusion (2/3)

Source : OHMI 2003

**Volume de dépôts nationaux vs communautaires - 2002**

<table>
<thead>
<tr>
<th>Pays</th>
<th>Voie communautaire</th>
<th>Voie nationale</th>
</tr>
</thead>
<tbody>
<tr>
<td>France</td>
<td>3 411</td>
<td>6 265</td>
</tr>
<tr>
<td>Allemagne</td>
<td>7 113</td>
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<td>Royaume-Uni</td>
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<td>2 723</td>
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<tr>
<td>Italie</td>
<td>3 719</td>
<td>3 655</td>
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<tr>
<td>Espagne</td>
<td>3 759</td>
<td>6 932</td>
</tr>
<tr>
<td>Benelux</td>
<td>1 055</td>
<td>2 217</td>
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<tr>
<td>Autres pays UE</td>
<td>4 518</td>
<td>4 244</td>
</tr>
</tbody>
</table>

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Conclusion (3/3)

- A reticence linked to a lack of information and communication.

- Initial avenues of reflection prompted by a survey of French users:
  4 simplify and make access to information easier on the OHIM site,
  4 put greater emphasis on information, particularly by the professionals,
  4 develop joint training activities with the OHIM and with the professionals.