

The UK Patent Office

WIPO OHIM Forum on Intellectual Property
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Trade Mark & Design Search - Issues & Challenges for SMEs

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Trade Marks & Designs New Projects

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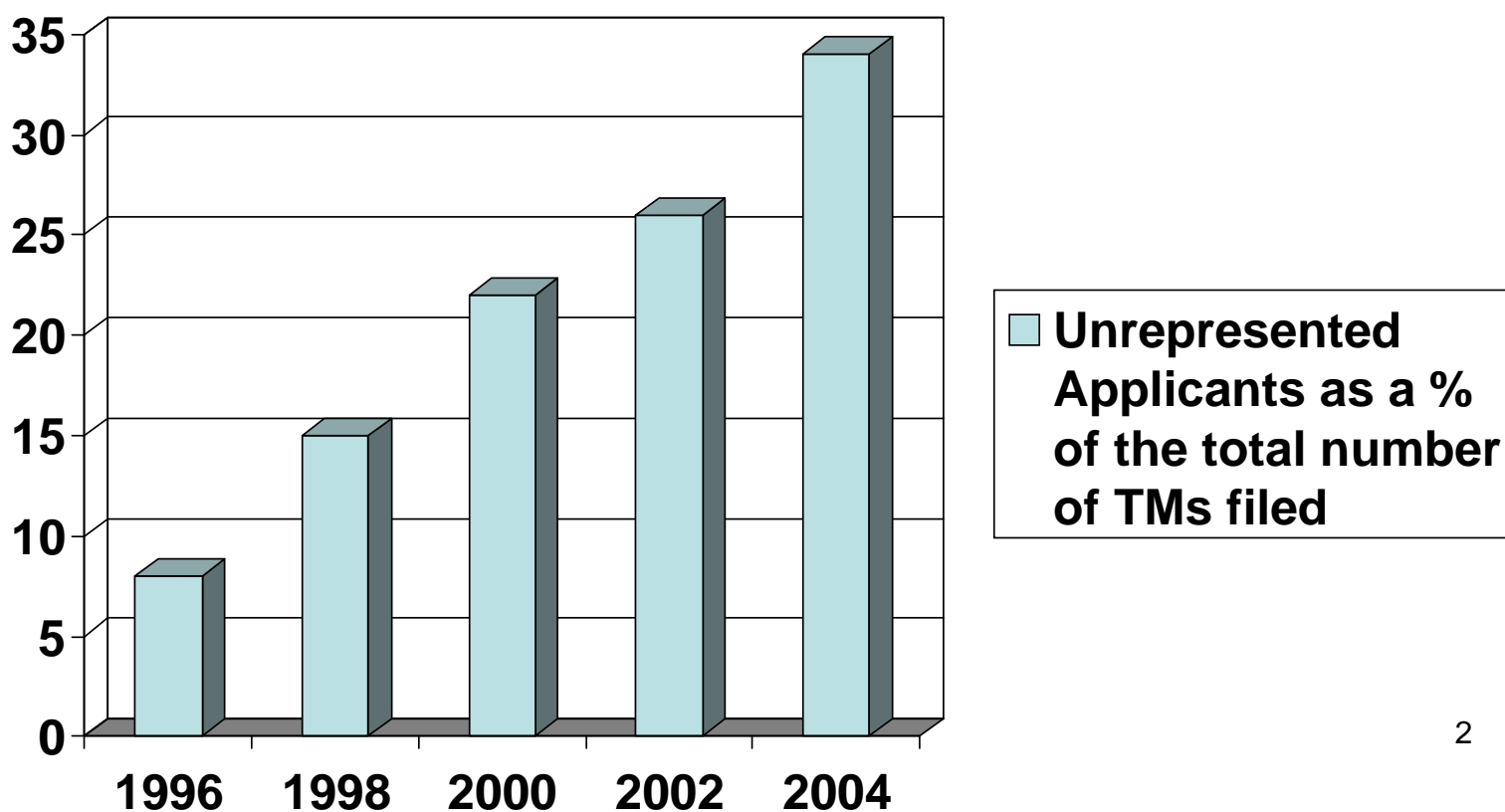
A DTI AGENCY





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Growth of Trade Marks Unrepresented Applicants





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Difficulties Facing Unrepresented Applicants

- Lack of awareness of need to search
- Limitations of search facilities
- Lack of I.P. knowledge and skills



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How we have responded

- Improved literature
- Clear information on web site
- Trade Mark Search and Advisory Service
- Search facilities available on web site for trade marks (words) and Designs
- Customer Surveys



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Difficulties that remain

- Website trade mark search is limited
- Increasing number of conflicting earlier marks
- Community marks block UK marks, not the other way round



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The Future (Practice)

- UK likely to review trade mark searching practice in 2006
- Quality focussed trade marks searches are essential
- Reviewing the Designs examination process
- Continue to obtain customer feedback

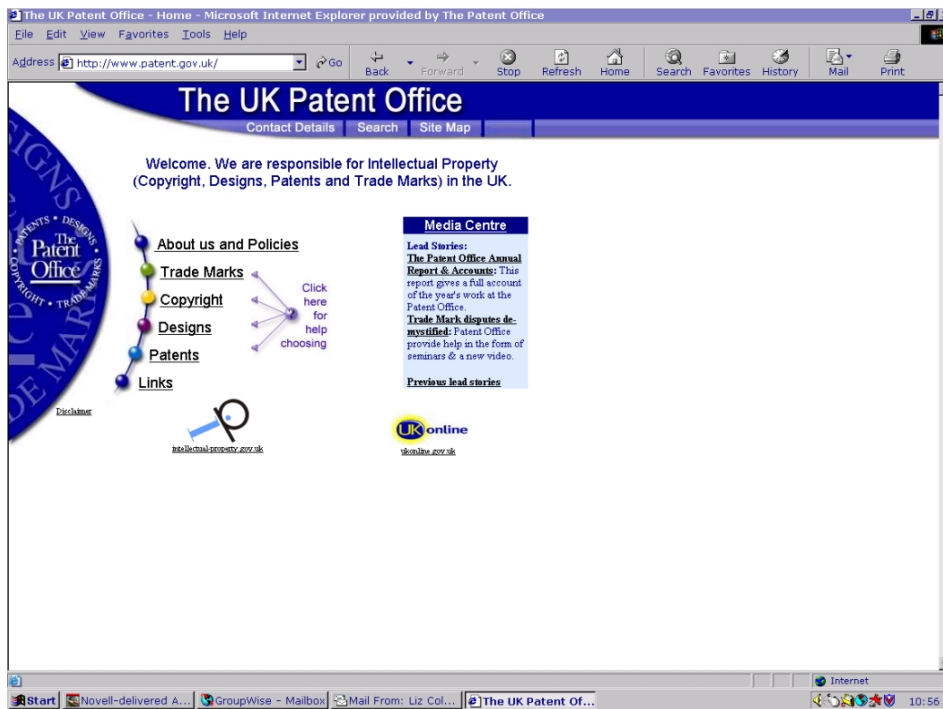


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The Future (IT)

- A more advanced trade marks word search is to be introduced in 2004
- A logo trade marks search is being considered
- Community Design Search Facility
- Continue to obtain customer feedback

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