



OHIM's Strategies in Supporting SMEs

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INTRODUCTION

- **The CTM 2002 Survey**
- **The Prospective Study about the Design Registration Demand at a EU Level**
 - **Most SMEs when needing to file a CTMA or a RCDA rely on the advice and the services of a representative**

INTRODUCTION

No surprise !

- **it is not their everyday business**
- **just a tool, although important, which helps them**

*sell their products & services
and*

compete in the market

INTRODUCTION

- **Trade mark and design protection / registration**

*is somehow foreign to SMEs
need to register is often only
realised too late (as a
consequence of infringement
cases)*

INTRODUCTION

- **In principle, there are three main ways in which SMEs can be helped**

raising awareness on the benefits of TM & D registering or on the damages non-registering may bring

facilitating registration procedures (by making them as simple and transparent as possible)

increasing accessibility to TM & D information

INTRODUCTION

Although OHIM is a very young organisation

ä Some effort in these three fields has been made

RAISING AWARENESS

- **A proper raising awareness campaign on CTMs & RCDs specifically addressed to SMEs has not been carried out.**
- **Only recently, have we begun to collaborate with WIPO in this field**

RAISING AWARENESS

However, with the support of IP national offices, professional associations, chambers of commerce, etc., we have organised, or participated in, dissemination activities in

- All Member States (15)
- All New Member States (10)
- All Candidate Countries (3)
- Other countries (15)

RAISING AWARENESS

- **In most cases, SMEs attended these dissemination events**
- **Nevertheless, plenty still needs to be done specifically for SMEs on CTM & RCD awareness**

FACILITATING REGISTRATION

- **The registration of CTMs & RCDs is a regulatory matter**
- **The CTMR & the RCDR must be complied with**

Consequently, there is little room to manoeuvre

FACILITATING REGISTRATION

- **Notwithstanding, the CTMR & the RCDR present a number of features that may appeal to SMEs**

language regime

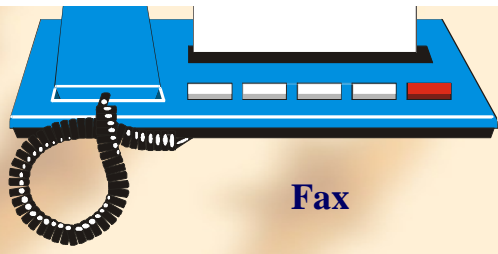
no need for a representative for EU based applicants

no need to use the official filing forms

FACILITATING REGISTRATION

Different ways to file: fax, post, courier, electronically (e-filing) or personal delivery

SUBMISSION OF AN APPLICATION



Fax



Courier Service



Application for a Community Trade Mark

- Languages
- Applicant(s)
- Authorization
- Representation of the mark
- professional representative
- Priority(s)
- list of goods and services
- Employee representation
- Seniority(s)



Save to PC | Print

Continue

Applicant's/Representative's reference number:

Languages

First language **Select a Language**
Mandatory

Second Language **Select a Language**
Mandatory

Representation of the mark

Type of mark word mark

FACILITATING REGISTRATION

Information on the legal status of the application (through the web site or by phone)

“Info Desk”, etc.

INCREASING ACCESSIBILITY

- **The CTM & RCD systems are highly user-friendly**
- **Perhaps, the easiest way for SMEs to access relevant information on the CTM, the RCD or the OHIM is our **web site****

INFO PRODUCTS & SERVICES

<http://oami.eu.int/>

Microsoft PowerPoint - [bulletinorgstats_cy]

File Edit View Insert Format Tools Slide Show Window Help

DAMI-ONLINE - Microsoft Internet Explorer provided by O.H.I.M.

File Edit View Go Favorites Help

Back Forward Stop Refresh Home Search Favorites History Channels Fullscreen Mail Fonts Print

Address <http://oami.eu.int/> Links

DAMI Oficina de la Unión Europea

Marcas, Dibujos y Modelos

HABM Amt der Europäischen Union

Marken, Muster und Modelle

OHIM Office of the European Union

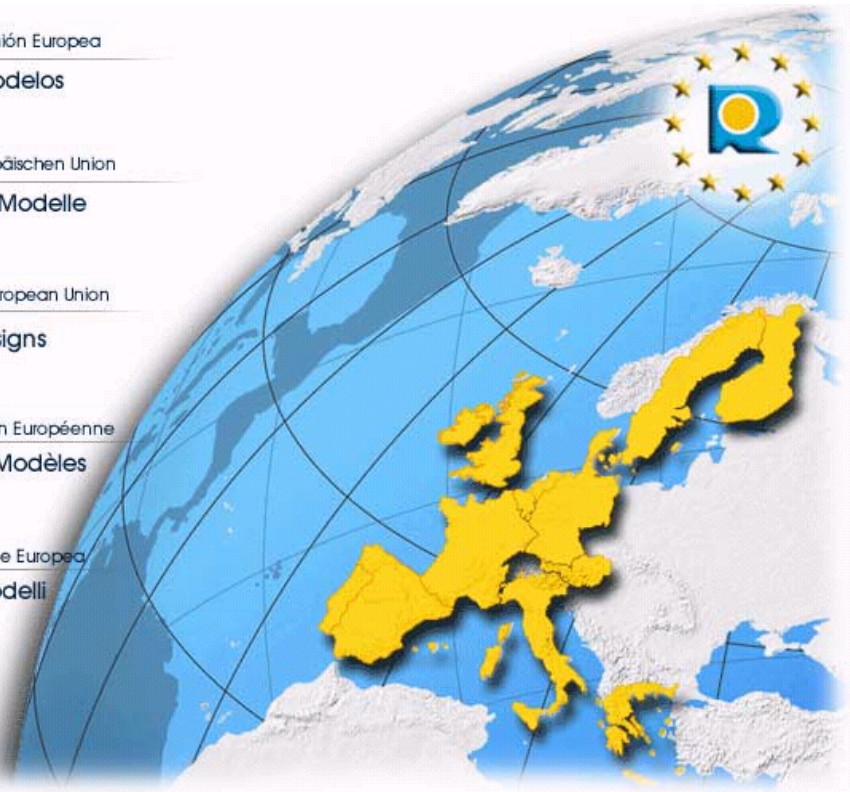
Trade Marks and Designs

OHMI Office de l'Union Européenne

Marques, Dessins et Modèles

UAMI Ufficio dell'Unione Europea

Marchi, Disegni e Modelli





Draw Local intranet zone


Slide 11 of 50 Fans.pot

Start statistics - Mi... Exploring - Z... OAMInet - Mi... DAMI-ONLI... Microsoft Pow... RE: applicant... Microsoft Exc... 15:26

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 OFFICE FOR HARMONIZATION
IN THE INTERNAL MARKET
TRADE MARKS AND DESIGNS




Find a Community Trade Mark 



- The Office
- The Community Trade Mark
- The Community Design

Ad Hoc Information: [CTM Registration Process](#)

[What's New](#) | [Databases](#) | [OHIM Case-Law](#) | [Links](#)

Last Changes: 04/09/2003 [Disclaimer and Copyright Notice](#)

ON-LINE SERVICES



RCD BULLETIN - Search tool

CTM - BULLETIN - Search tool

CTM ON-LINE - Community trade mark consultation service

CTM AGENT - Search for an Agent or Representative

ONLINE TM SEARCH IN CANDIDATE COUNTRIES - New Member States & Candidate Countries trade mark consultation service

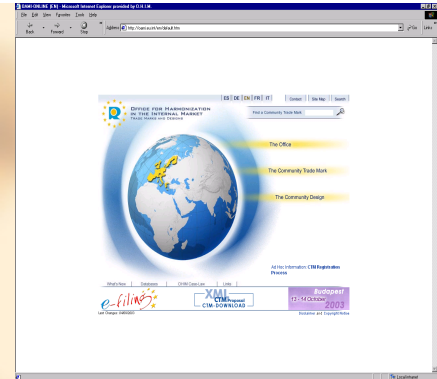
CTM DOWNLOAD - online "raw" CTM data

EURONICE - extended list of goods and services and the class to which they pertain, - 11 (20) EU Languages

EUROLOCARNO - equivalent to EURONICE in the design field, - 11 (20) EU Languages

E-FILING: TRADE MARKS & DESIGNS

Community Designs Bulletin



**Registrations of Community designs
Entries in the Register subsequent to registration
Renewals and information on expired registrations**

Multilingual edition: 11 (20) EU Languages

Free



Stop



Refresh



Home

Address http://oami.eu.int/en/design/bull.htm

Community Designs Bulletin

The Community Designs Bulletin is published in electronic format only, as a multilingual edition in the eleven official languages of the European Union.

It comprises three parts:

- Part A – Registrations of Community designs
- Part B – Entries in the Register subsequent to registration
- Part C – Renewals and information on expired registrations

You may consult the Bulletin via the [on-line Web pages](#) or by opening the compiled PDF files listed below (recommended for printing).

The [introduction](#) ([es](#) - [da](#) - [de](#) - [el](#) - [en](#) - [fr](#) - [it](#) - [nl](#) - [pt](#) - [fi](#) - [sv](#)) and the [Vademecum](#) ([es](#) - [da](#) - [de](#) - [el](#) - [en](#) - [fr](#) - [it](#) - [nl](#) - [pt](#) - [fi](#) - [sv](#)) provide further information on the structure and codes used in the Bulletin.

Searching the Bulletin

The Community Designs Bulletin may be searched either by entering text in the [Bulletin Quick Search field below](#), or using the [Web Site Search facility](#), theme "Community Designs Bulletin". Files containing the text entered will be listed in the results pages, and include text relating to:

- **Name and address** of the **applicant**, **representative**, or **designer** - All results will be listed, for example if the same person acts as applicant of one design and as representative or designer of another
- Matching **file** or **registration numbers**
- **Date of filing**, date of **entry into the Register**, or date of **publication**
- **Locarno classification** - e.g. 09-01 for products classified in that class
- Indication of **products**

The search is performed on the HTML files containing the designs as published in the [Community Designs Bulletin](#).

Bulletin Quick Search:

Search

Clear

Complete list of PDF editions:

- [2003-024 28/10/2003](#) (685 MB)
- [2003-023 28/10/2003](#) (687 MB)
- [2003-022 14/10/2003](#) (517 MB)
- [2003-021 14/10/2003](#) (605 MB)
- [2003-020 14/10/2003](#) (458 MB)

Searching the Bulletin

- The Office
- The Community Trade Mark
- The Community Design
- About the Community Design
- Forms and Explanatory Notes
- Practical Aspects
- Legal Aspects
- Community Designs Bulletin
- e-filing: on-line application
- Databases
- Enlargement

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- **Name and address of the applicant, representative, or designer** - All results will be listed, for example if the same person acts as applicant of one design and as representative or designer of another
- Due to technical constraints, **country names should be entered in Spanish** ([list of countries in Spanish](#))
- Matching **file or registration numbers**
- **Dates** of filing, entry into the Register, or publication
- **Locarno classification** - e.g. 09-01 for products classified in that class
- Indication of **products**

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Bulletin Quick Search:

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- The Office
- The Community Trade Mark
- The Community Design
- Databases
- Enlargement

Search Criteria 'DaimlerChrysler AG' Found 59 of 15340 ?

[New Search](#) ■ [Refine Search](#) ■ [<<Previous 20](#) ■ [Next 20>>](#)

	Index Score	Description
1	77%	+000000021_0001.htm
2	77%	+000000641_0001.htm
3	77%	+000000641_0002.htm
4	80%	+000008255_0001.htm
5	80%	+000008263_0001.htm
6	80%	+000008321_0001.htm
7	80%	+000011028_0001.htm
8	77%	+000011044_0001.htm
9	80%	+000011093_0001.htm
10	80%	+000011101_0001.htm
11	80%	+000011127_0001.htm
12	80%	+000011135_0001.htm
13	80%	+000011143_0001.htm
14	80%	+000012869_0001.htm
15	80%	+000020052_0001.htm
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