

# In their own words

## Trademark-related quotes, opinions and observations from around the globe

"If no one signs up, then it will not fulfil its potential. The advertising agencies have been crying out for this for ages, so we have seen a big take-up. However, the advertising world is so disparate. There are lots of good advertisers operating in a legitimate space and then there are others who just don't care. The Infringing Website List is, after all, only a voluntary scheme so I don't suppose we will ever reach everyone... [However,] if stakeholders start seeing a reduction in advertising being funnelled through to websites or start noticing that those websites are being taken down really quickly after a complaint to us, then that will be very pleasing."

**Detective chief inspector Andy Fyfe, head of the City of London's Police IP Crime Unit, speculates on the likely impact of its Infringing Website List, which is designed to provide the digital advertising sector with an up-to-date list of copyright infringing sites that they should avoid advertising on (April 25 2014)**

"In China, counterfeits are everywhere and we can't conduct raids in all cities – it is expensive and we don't have the resources. My department of six people oversees 13 countries. We therefore seek to conduct raids and actions in cities where we have stores or are looking to open them, and where we advertise."

**Astor Chan, senior director and associate general counsel at Ralph Lauren Asia Pacific, speaking at a conference organised by the Law and Technology Centre of the University of Hong Kong and the Fashion Law Institute (May 10 2014)**

"It has been a hard process. It has involved a big increase in our workload, including capacity building in terms of personnel and technology. However, this has helped us – not only for Madrid applications, but also in terms of strengthening the traditional [national] system."

**Miguel Angel Margáin Gonzalez, director general of the Mexican Institute of Industrial Property, reflects on the impact of accession to the Madrid system (May 11 2014)**

"We have seen lots of cybersquatting, but not a lot of innovation, which was one of the arguments for the new gTLD programme. We actually contacted the applicant for 'Verizon.guru' and he told us that he had been told by GoDaddy that as long as the domain was registered for different purposes, it would be fine to use the Verizon name, and that he intends to use it to promote a skincare line. I didn't know that our brand has such beneficial qualities."

**Sarah B Deutsch, vice president and associate general counsel for Verizon Communications, speaking at the INTA annual meeting (May 12 2014)**

"To maintain the legal time limit is a difficult and long-term task. China's trademark applications increased quickly in recent years – a 14% increase in 2013 compared with the previous year. Examination workload per examiner in China is more than three times that of developed countries such as the United States and Japan. Considering the sharp increase in trademark basic comparison data, the difficulty in examining one trademark is now equal to that of examining two trademarks in 2008."

**Zhang Mao, minister of China's State Administration for Industry and Commerce, warns of the challenge facing the country's trademark office in consistently meeting new time limits for trademark prosecution (May 16 2014)**

"The Office has achieved much in the past three years and there are major challenges still to come. As well as further development of the Observatory, these include the full roll-out of the advanced IT tools that have been built, the widening and deepening of our convergence efforts, a further major push on quality, and the delivery, on time and within cost, of OHIM's new office building. The new building, which rose steadily floor by floor during the latter part of 2013, serves as a symbol of optimism for the Office's future as it completes the tasks set out under the Strategic Plan, and continues to develop, not only as a registration office of excellence, but also as a more broadly-based IP Office for the EU."

**António Campinos, president of the Office for Harmonisation in the Internet Market**

**(OHIM), looks to the future as he introduces the agency's 2013 Annual Report, published on May 20 2014**

"The UK has such a procedure and it's not proved so popular and I do not see the advantage for many businesses. I do not see any disadvantages for OHIM in offering it – I simply do not see it as being popular."

**Nick Bolter, partner at Edwards Wildman, responds to the news that OHIM plans to introduce a fast-track Community trademark procedure along the lines of the current Community designs system (May 22 2014)**

"Much has been made of the elimination of use requirement under Bill C-31, and rightfully so, but I suppose one possible silver lining to this proposed change is that it may lead to trademark owners and their legal counsel more closely monitoring trademarks journals to better protect their trademark portfolios – and opposing those trademark trolls who seek to exploit these unfortunate provisions."

**While proposals to do away with the use requirement in Canada have come under fire, Dale & Lessmann LLP partner Chad Finkelstein accentuates a positive (June 6 2014)**

"The increasing number of fraudulent notices sent to trademark owners and claiming to be from or sent on behalf of trademark offices is not unique to the UK. In addition to taking action at a national level, we very much welcome the focus OHIM's Anti-Fraud Network will bring to the issue. Through enhanced cooperation we will be more effective in clamping down on this blight on businesses across Europe."

**John Alty, chief executive of the UK Intellectual Property Office, welcomes the inaugural meeting of the Anti-Fraud Network in Alicante, a new industry group convened to address the issue of trademark solicitation scams (June 16 2014)**