

INTABlog

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INTA'S OHIM Examiners Training: Trademarks in Regulated Industr

by Ryan O'Donnell on 10/30/2015 7:34 AM
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On October 5, a panel of INTA members met with OHIM officials, OHIM examiners and from the national offices for the 2015 INTA/OHIM Industry Training Seminar. The seminar organized by INTA's Government Officials Education and Training Committee and took place in Alicante, Spain. The theme of this year's meeting was "Trademarks in Regulated Industries".

The morning session focused on the agencies other than trademark offices involved in decisions regarding the selection and use of trademarks. The panel was moderated by Lane Powell PC, and included representatives from various industries:

- Alcoholic beverage industry: Jose Ramon Fernandez, Director of European Corporate Ricard
- Banking industry: Carrie Hefte, Senior Vice President, Wells Fargo & Company

- Pharmaceutical industry: Maria Fernandez-Marques, Senior European Corporate Counsel, Pfizer GmbH
- Tobacco industry: Ronald van Tuijl, Director of Intellectual Property, JT International, Inc.



From left to right: Maria Fernandez-Marques (Pfizer GmbH), Ronald van Tuijl (JT International, SA), Carrie Company), Frances Jagla (Lane Powell), Reyes Campello Estebarez (CEALAW, Project Team), and Jose (Pernod Ricard)

The morning session was opened by H. M. Bello, Director of the OHIM Academy, and President-Elect of INTA. The session was attended by senior OHIM representatives and examiners as well as examiners and representatives from multiple national offices. In addition, attendees participated via webinar. After introducing their respective companies and respective OHIM questions on subjects ranging from the importance of 3D marks to acquiring distinctiveness, the panelists described the regulatory realities in their industries. These discussions helped to provide the examiners with a framework to identify specific challenges companies doing business in regulated industries. Included in the discussion were the geographical indications in the alcoholic beverage industry and the advent of the e-cigarette products and their classification in the tobacco industry.

After a networking lunch, the afternoon sessions involved breakouts for each industry. This gave the panelists one-on-one time with OHIM to provide additional information regarding their industries—including the challenges faced at OHIM and the national offices. This also provided an opportunity to ask the panelists questions and to help define where a national office can best serve an industry.

OHIM expressed its thanks and appreciation for the day of training and looks forward to future events. For more information on INTA's involvement within this examiner's training session, contact Ryan O'Donnell, Manager, Member Operations, at RODonnell@inta.org.

A special thanks to Frances Jagla for her contribution of this blog post.

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