

**Panel Session X – Copyright / Trademark
Unwrapping the European Trademark Reform
Package**

Tuesday, September 20, 2016 from 9.00 to 10.30

POLSERVICE
PATENT AND TRADEMARK
ATTORNEYS OFFICE

Your Speakers

Luis Berenguer

Member of the Cabinet, Head of Communication Service, EUIPO

Jan Vleck

Reddie & Grose, UK

Prof. Marco Ricolfi

Tosetto, Weigmann & Associates / University of Turin, IT

Bartosz Krakowiak (*Moderator*)

POLSERVICE Patent and Trademark Attorneys, PL

Just a few milestone dates...

- **July 2008** – Commission Communication on IPR Strategy for EU
- **February 2011** – Max Planck Institute’s Study on the Overall Functioning of the European TM System
- **May 2011** – Hearing with user associations (incl. AIPPI)
- **March 2013** – Commission proposals for TMD (recast) and regulation amending CTMR
- **February 2014** – EP position in first reading
- **July 2014** – agreement on Council common position (COREPER)
- **April 2015** – following Trilogues: political agreement on final texts
- **November/December 2015** – final adoption by Council and EP
- **23/24 December 2015** – official publication of the legal texts

And a few dates more...

- **12 January 2016** – new TMD enters into force (**3 years** for transposition into national laws)
- **23 March 2016** – regulation amending CTMR (now EUTMR) enters into force
- **1 October 2017** – remaining provisions of the amending regulation to enter into force (following adoption of the implementing and delegated acts)

Issues to be discussed...
... and soon considered by CJEU?

- Identification of G&S / Classification
- Registrability criteria / Absolute grounds for refusal
- Scope of protection (exclusive rights)
- Scope of protection (limitations)