



Annual Report 2021

Welcome

Supporting our members through change was a key feature of 2021 – it was a busy year for us and our profession and we are proud of what we have achieved collectively.

The transition to a post-Brexit UK intellectual property system began at the turn of the year and would set the tone for much of 2021. With some two million EU rights being re-created in the UK, it was inevitable that this would create a large volume of work and questions.

Alongside the Coronavirus pandemic continuing to alter how we work – supporting each other was key. Developing our diversity, inclusion and wellbeing work is just one way we did more to support our members.

2021 was the first of a three year strategic plan – this year’s report gives you an update on our progress against our three strategic goals, to:

1

Passionately represent and promote the interests of the membership and the wider profession.

2

Equip, support and develop our membership to be competitive and successful both nationally and internationally.

3

Encourage and facilitate engagement in our work to enhance the profession and the organisation, inspiring a positive, healthy and inclusive culture.



Richard Goddard, President

We are proud of our progress and 2021 sets a precedent for how we will continue to represent, support, equip and develop our members for the coming years.

Collaboration internationally is fundamental, and outside the EU is more important than ever. We strengthened our relationships over the year with key officials at WIPO and the EUIPO.

Closer to home we continue to work closely with the UK IPO and we helped forge closer bonds across the IP profession with links at CIPA, the IPLA and FICPI-UK among others.

We engaged more members than ever before through our events and digital content – we knew that with in person events still not being practical that our digital offering had to be high quality and engaging.



Keven Bader, Chief Executive

We would like to take this opportunity to thank everyone for supporting our work over the past year...

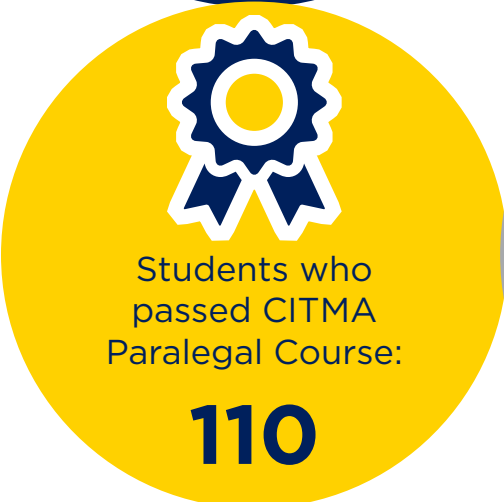
A lot of effort and thought went into crafting an events programme that catered for the needs across our profession.

We would like to take this opportunity to thank everyone for supporting our work over the past year, whether that is through volunteering on a committee or working group, attending events, reading our content or some other way.

We look forward to continuing to progress our three year plan and we'll keep you updated on our progress.

Richard Goddard, President
Keven Bader, Chief Executive

2021 in numbers



Passionately represent and promote the interests of the membership and the wider profession

Brexit and representation

The start of 2021 signalled the conclusion of the post-Brexit transition phase, with the UK now sitting completely outside of the EU. For trade marks and designs this meant a fundamental change, with EU Trade Marks and Registered Community Designs no longer covering the UK.

To counteract this potential loss of rights, and one of the most significant developments, we saw more than two million trade marks and designs recreated on UK register. This was broadly carried out by the UK IPO in line with the solution we initially set out back in 2016.

This minimised the risk to rights holders and ensured legal certainty by maintaining the scope of coverage of the rights in the UK.

With such a fundamental change, there were inevitably questions and issues that arose. On behalf of our members we maintained a continuous dialogue

with senior UK IPO officials and posed a large volume of questions to them, and kept members updated on the answers.

As of 1st January 2021, many UK-based practitioners were no longer able to take on new matters before the EUIPO, a significant development for our members.

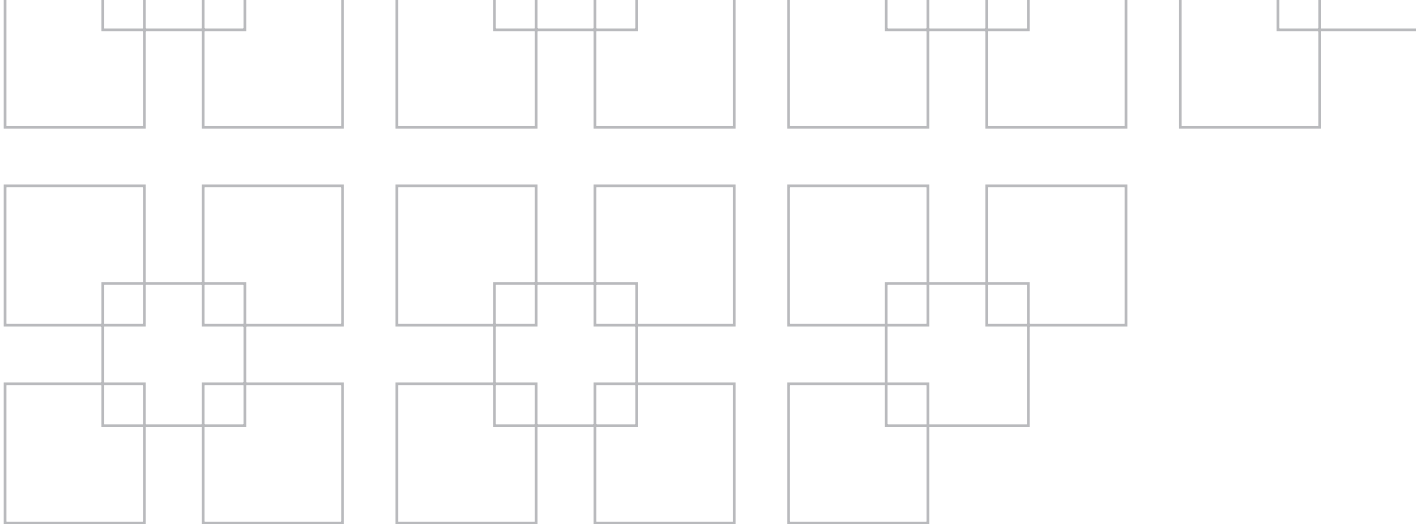
UK practitioners were able to continue acting on matters that were pending at the end of 2020. This brought questions from members, which we were able to seek and provide answers to from the EUIPO.

We fought hard for the address for service rules to be changed in the UK to help begin to level the playing field between UK and EU practitioners. These changes began to have an impact and our members saw large volumes of work before the UK IPO.

We kept members informed at every stage, with regular email and website updates.

We spoke to representatives from many of our members' firms in depth about the impact of Brexit and where our campaigning attention should be. From this it was clear that representation before the UK IPO was a vital issue that we had the potential to make a difference on.

Off the back of these meetings, we began building a case for changing the rules on who can be a representative before the UK IPO. The case for change would require a large volume of evidence and provide practical and realistic solutions that will make the UK's IP system better for all. This is an important piece of work and we plan to take this forward in 2022.



Law and Practice

We continued to maintain and strengthen our working relationships and partnerships with key officials at the EUIPO, UK IPO and WIPO.

WIPO is a key organisation for our profession, even more so in a post-Brexit environment, and we ensured that we reinforced this relationship.

Despite Brexit, the EUIPO remains an important stakeholder for us and our members. We continued to engage with and assist the EUIPO on matters including its convergence programme.

Exhaustion was one of the final outstanding items from Brexit without a clear outcome. We collaborated with other user associations, including CIPA, IPLA and FICPI-UK, to draw a consensus that the status quo was the most appropriate outcome, at least

in the short-term. We responded on behalf of the trade mark profession to the UK IPO's consultation on exhaustion suggesting that the status quo should be maintained for at least three years.

We work closely with the UK IPO on practice matters, and during 2021 provided constructive feedback on issues with comparable rights, the trade mark tribunal and forms amongst many other important issues.

Digital transformation is high on the UK IPO's agenda with its 'One IPO' project in full swing. We ensured we engaged and continue to feed into this on behalf of our profession to provide an IP practitioners' perspective on new functionality and improvements that could be made.

Covid-19

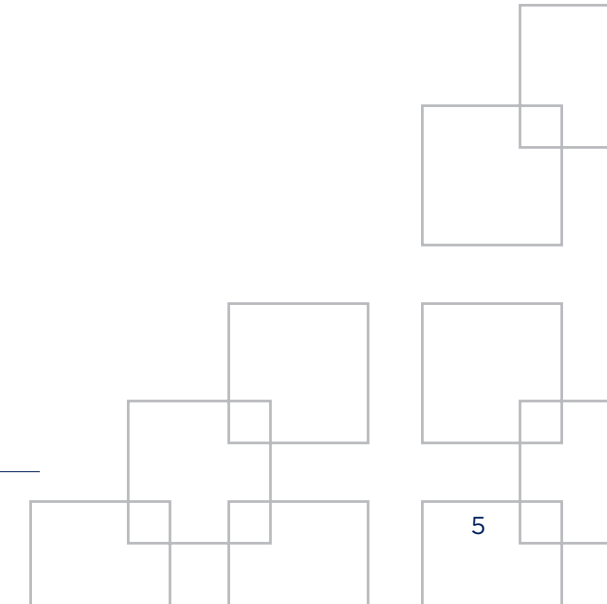
With many in our membership continuing to work remotely and with restrictions and guidelines to avoid crowded spaces still in place, we had to make sure that our members continued to be supported.

In 2021 we offered more online events than ever before giving members the opportunity to learn, develop, share knowledge and earn CPD.

We also continued to hold committee meetings and Council meetings remotely to ensure everyone was able to attend in a safe way.

Mental wellbeing has been a topic felt even more keenly than usual during the pandemic. We made sure that appropriate support was available.

We signposted to the support provided by LawCare and Jonathan's Voice in particular, as well as providing our own online content and guidance.



Equip, support and develop our membership to be competitive and successful both nationally and internationally

By offering high quality educational opportunities and thought leadership, as well as promoting the value of IP and the role our members play in protecting it, we have helped our members to continue to be successful.

Events

In 2021, we offered our members a broad range of online events, focused on building key skills and keeping members up to speed in our quickly changing profession.

We have continued to increase our volume and range of webinars, with a total of 6,584 delegates attending our 28 webinars in 2021. In 2020, we saw 5,320 delegates attend 22 webinars.

In addition to our webinar programme, we have also expanded our learning and growth opportunities to serve our members' development needs.

Across our events programme, there were 7,223 delegates to 34 events in 2021. For comparison our annual report in 2019 reported 3,800 delegates to 42 events. Despite having no in person events, we are delighted at the growth in engagement that we have seen.

Sole practitioners and small firms

We did more to support sole practitioners and small firms, launching a new focus group. This is a new platform for discussion on the challenges and solutions specific to managing a small business.

This focus group allowed us to understand how we can better support sole practitioners and small firms now and in the future.

The inaugural meeting in June was attended by 27 CITMA members representing small firms and sole practitioners, with following meetings in July, September and November.

With excellent conversation on everything from business development to work-life balance, GDPR and regulation, we also welcomed guest speakers to offer advice and support to attendees.

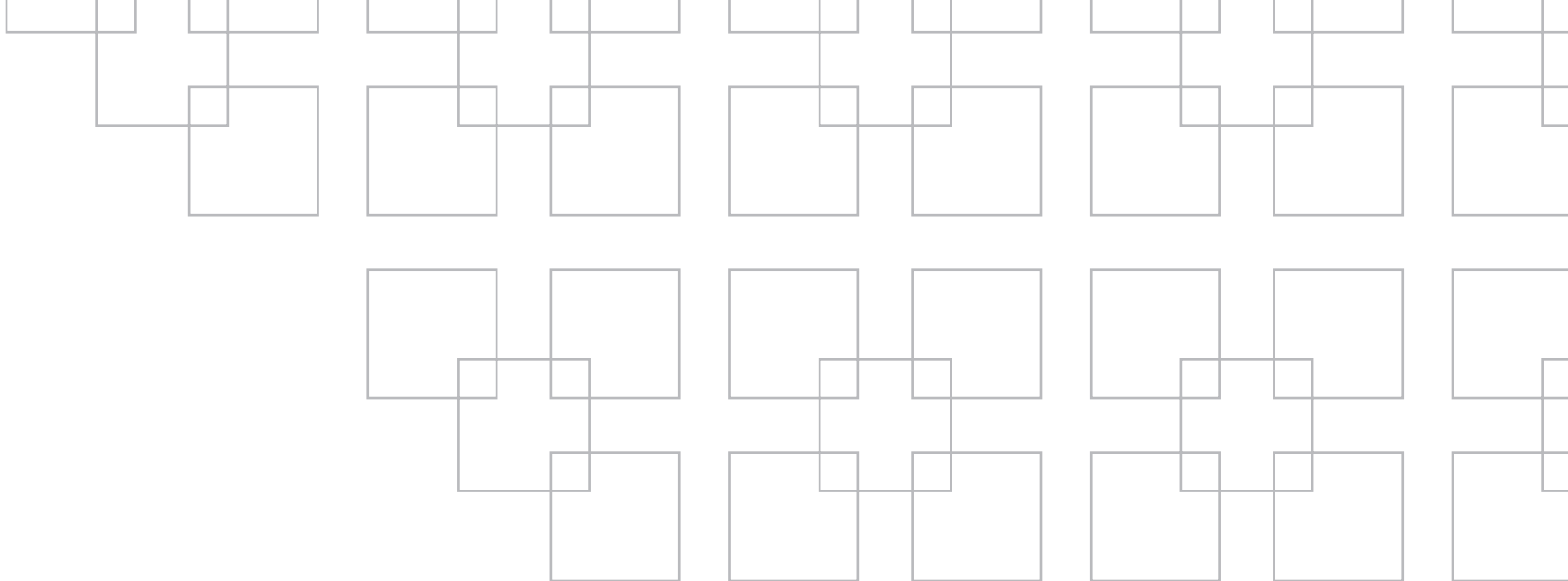
Equipping new formalities colleagues

In November 2021, we launched a new course for formalities staff with less than six months' experience, offering a solid foundational understanding.

This course is delivered online and on demand, providing firms with a flexible option for training and confidence building.

We had 111 students enrol on the course during 2021.

The course content was developed and reviewed by CITMA Paralegal Committee members, and the production was supported by an e-learning consultancy.



Communications

We set out to inform and engage members with our content in a greater volume than we have before.

To achieve this, we had a target to provide more informative, thought leading and engaging content for our members than we have in any previous year.

By publishing a range of news articles on practice matters, features that provide analysis and bring colour to our membership, and supportive articles around important topics such as mental health and diversity, we were able to engage a bigger proportion of our members with relevant content that we have done before.

CITMA Review, our magazine, continued to be published both in print and in full online to ensure it was accessible to all.

It was not just our written content that our members were drawn to. A total of 1,199 hours' CPD were earned by members watching online recordings of webinars and other educational events.

More than two thirds of our members engaged in our content in 2021. This is best demonstrated by the fact that 65% of our members clicked on at least one piece of content within our email newsletter in 2021. Our email newsletter remains the main way our members see content from us.

Promoting our members

We use content to engage with business owners who might use the service of a Chartered Trade Mark Attorney to help direct them to our members' services.

By providing topical content on interesting stories we have attracted people onto our website to provide insight into the value of properly protected IP. From there, users are going on to explore our other content and ultimately, in some cases, search for a Chartered Trade Mark Attorney.

Our trade mark informational videos were watched for a total of 53 hours and our blogs saw a 9% rise in views, being read more than 28,000 times.

This resulted in more contacts made via our Find a Chartered Trade Mark Attorney tool – a total of 8,256, representing a 13% increase.

Encourage and facilitate engagement in our work to enhance the profession and the organisation, inspiring a positive, healthy and inclusive culture

We encourage and facilitate engagement in our work to enhance the profession and our organisation, inspiring a positive, healthy and inclusive culture.

We have taken a variety of approaches to ensure that this goal has been met in full.

Diversity and inclusion

We have provided a series of meaningful and relevant webinars on topics related to diversity and inclusion. These have allowed us to amplify marginalised or overlooked voices in our community, and to focus on the ways in which we can all improve.

This year, we have also stepped back from the management of IP Inclusive, allowing them to flourish as a fully independent body.

This has been a successful transition, with IP Inclusive continuing to offer its

own programme of events and talks relevant to the IP industry as a whole.

Additionally, IP Inclusive's series of networks for connection and discussion have worked to prevent isolation and stigma.

Although IP Inclusive is now running independently, we are happy to maintain a close relationship, including advertising one another's events and working together to assemble panels and find speakers.

Wellbeing

With the pandemic continuing to force changes in our daily lives, impact upon health and cause new stresses, our work on wellbeing has been more important than ever.

During the past year, we have particularly focused on the importance of protecting mental wellbeing in the work environment.

Much of our work on the promotion of good mental health has come through our features and articles on this topic – providing practical ways our members can support themselves and others.

We have covered topics including presenteeism and anxiety, as well as covering LawCare's compelling mental health report. Good mental health also requires structural support. Therefore, we have published pieces identifying the importance of financial support from our Benevolent Fund and workplace support for disabled people.

Additionally, we have shared key ways in which firms can nurture a diverse, inclusive and respectful atmosphere.

Our hope is that our work in this area will foster a more welcoming and constructive approach within our industry, both during the pandemic and beyond.

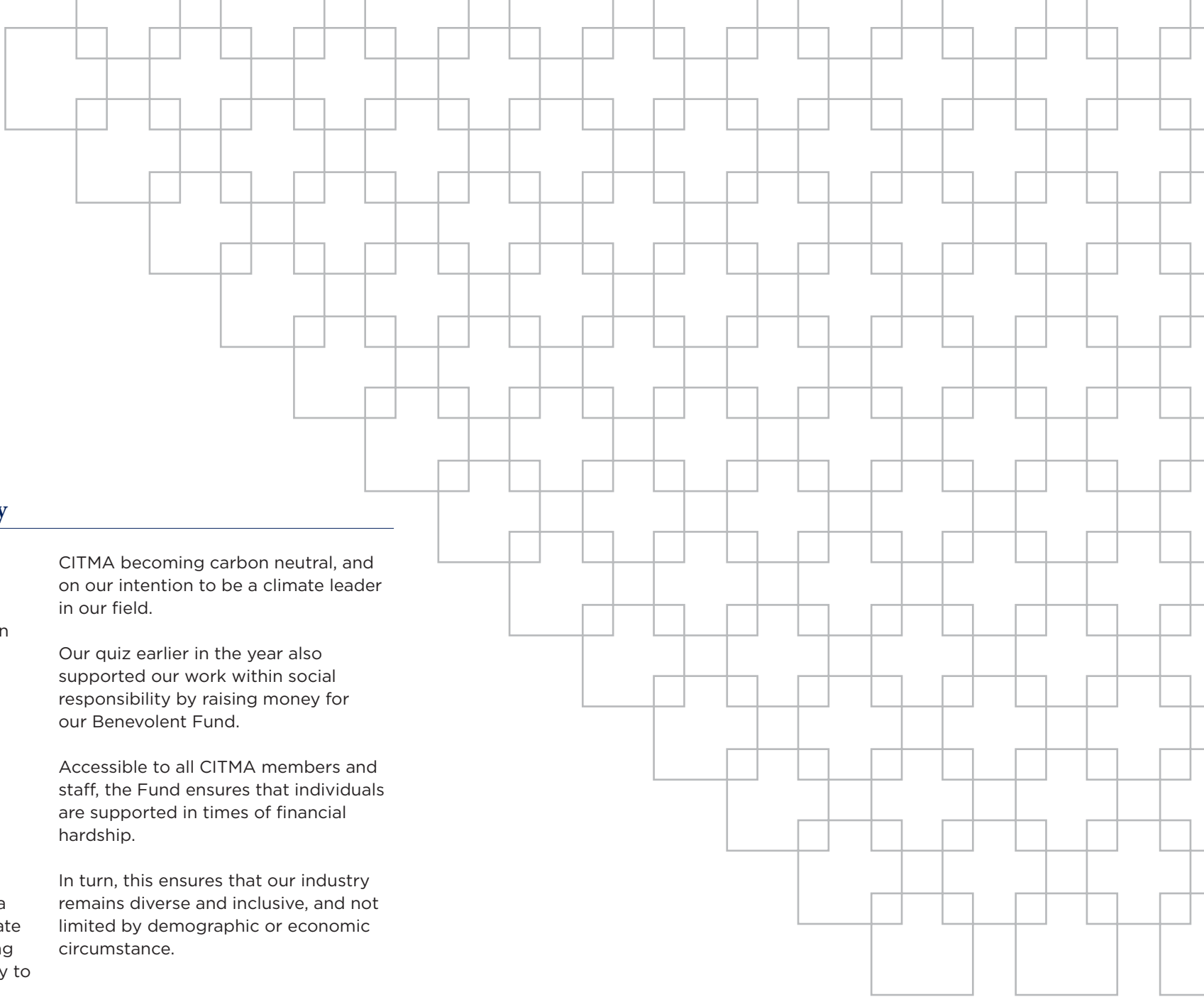
Alongside our internal work, we are pleased to have continued our relationship and support of Jonathan's Voice, IP Inclusive and LawCare, three very important voices in the IP community for the protection and promotion of good mental health.

Jonathan's Voice was founded in 2017 in memory of Jonathan McCartney, who tragically took his own life, and is a registered charity.

Jonathan's Voice continues to provide resources and support to both CITMA and CIPA.

LawCare offers free and confidential support to anyone within the legal industry who is struggling, along with resources and information.

It seeks to change the accepted norms within legal professions, moving towards an environment which is less damaging to mental health.



Corporate social responsibility

We believe we have the power to encourage our industry to embrace more environmentally conscious practices and work towards a carbon neutral or negative future.

During 2021, we underlined our commitment to sustainability. This included pledging to represent climate leadership across the trade mark field, and to annually set new targets for our own climate related performance. We will not become complacent in this area.

We are also proud to have become a member of CAFA during 2021. Climate Action For Associations is supporting our work on forming a clear pathway to

CITMA becoming carbon neutral, and on our intention to be a climate leader in our field.

Our quiz earlier in the year also supported our work within social responsibility by raising money for our Benevolent Fund.

Accessible to all CITMA members and staff, the Fund ensures that individuals are supported in times of financial hardship.

In turn, this ensures that our industry remains diverse and inclusive, and not limited by demographic or economic circumstance.

Membership

Our overall membership increased in size by 5% compared to 2020.

CITMA Paralegal membership continues to go from strength to strength, this year we provided more resources and events than ever for this category. We welcomed more than 100 new CITMA Paralegals, with a large proportion of those who passed the CITMA Paralegal Course taking up membership.

Our Council elected four new Fellows in 2021, congratulations to Ese Akpogheneta, Robert Furneaux, Daniel Hardman-Smart and Rachel Wilkinson-Duffy.

We also saw 28 members upgrade their status to Ordinary after qualifying, which has brought us up to the 800 mark of members in this category.

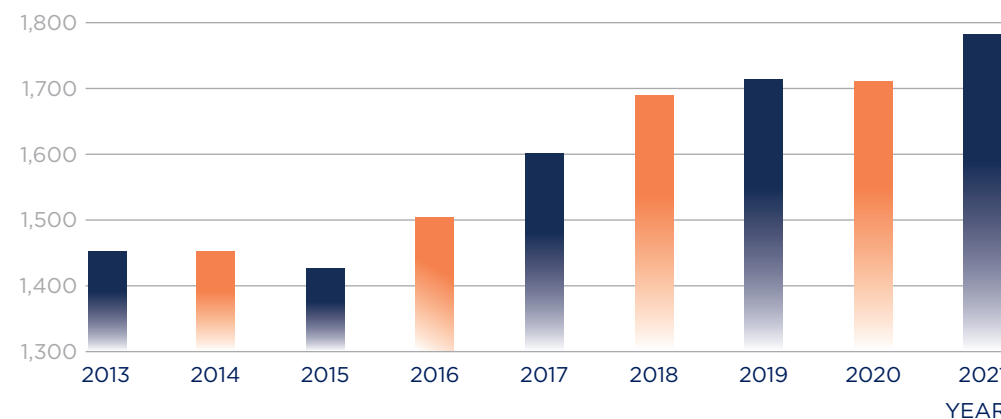
As at 31st December 2021

Member category	Total number of members
Affiliate	17
Allied	64
Associate	132
CITMA Paralegal	451
Fellow	40
Honorary	14
Ordinary	800
Overseas	126
Retired	15
Student	130
Total	1,789

New members in 2021

Member category	Total number of new members
Allied	9
Associate	4
CITMA Paralegal	102
Ordinary	9
Overseas	7
Student	26
Total	157

Membership growth



CITMA Awards

Every year we recognise the top trade mark students in the country with our annual awards. In 2021, we were delighted to present the following awards:

Highest mark achieved by a Student member on the Trade Mark Law and Practice Postgraduate Certificate at Queen Mary University of London

Abigail Macklin – D Young & Co



Highest mark achieved by a Student member on the Professional Certificate in Trade Mark Practice course at Nottingham Law School

Jessica Fuller – Brand Murray Fuller



Highest mark achieved by a Student member on the Postgraduate Certificate in IP at Bournemouth University

Hannah Cowley – Armstrong Teasdale



The Roy Scott Award for the highest mark achieved on the CITMA Paralegal Course

Gyongyver Filser – Freelance

Szu-Yu Tao – Pinsent Masons

This is a joint award this year as both scored 94 out of 100 in the final exam.



Council members

The business of CITMA is managed by our Council, whose members are elected for a two-year term at the Annual General Meeting (AGM).

Our President, the First Vice-President and the Second Vice President/Treasurer are elected from within members of the Council and the Council itself is responsible for keeping true accounts.

Council formally elects new members of CITMA and makes the final decision on policy and strategic matters.



Richard Goddard
bp
Chair



Tania Clark
Withers & Rogers



Sanjay Kapur
Potter Clarkson



Kate O'Rourke
Mewburn Ellis



Rachel Wilkinson-Duffy
Baker McKenzie
Vice-Chair



Triona Desmond
Pinsent Masons



Jade MacIntyre
Deloitte



Maggie Ramage
Edwin Coe



Ese Akpogheneta
British American
Tobacco



Mark Foreman
Osborne Clarke



Sharon Mackison
Lawrie IP



Kane Ridley
Keltie
*CITMA Paralegal
representative*



Oscar Benito
BioNTech



Leanne Hall
Serjeants



Chris McLeod
Elkington & Fife



Kelly Saliger
CMS UK



Eve Brown
Marks & Clerk
Student representative



Daniel Hardman-Smart
Stobbs IP



Carol Nyahasha
Elkington & Fife LLP



Catherine Wiseman
Barker Brettell



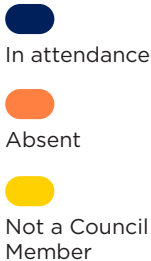
Catherine Wolfe
Boulton Wade Tennant



Kathy Wright
Astellas Pharma Europe

Council attendance

	January	February	April	June	September	November
Ese Akpogheneta	In attendance	In attendance	In attendance	In attendance	In attendance	In attendance
Oscar Benito	In attendance	In attendance	Absent	In attendance	In attendance	In attendance
Eve Brown (Student rep)	In attendance	In attendance	In attendance	In attendance	In attendance	In attendance
Tania Clark	In attendance	In attendance	Absent	In attendance	Absent	In attendance
Triona Desmond	In attendance	In attendance	Absent	In attendance	In attendance	In attendance
Mark Foreman	In attendance	In attendance	In attendance	In attendance	In attendance	In attendance
Richard Goddard	In attendance	In attendance	In attendance	In attendance	In attendance	In attendance
Leanne Hall	In attendance	In attendance	Absent	In attendance	In attendance	In attendance
Daniel Hardman-Smart	In attendance	In attendance	In attendance	In attendance	In attendance	In attendance
Sanjay Kapur	In attendance	In attendance	In attendance	In attendance	In attendance	In attendance
Jade MacIntyre	Absent	Absent	Absent	In attendance	In attendance	In attendance
Sharon Mackison	Not a Council Member	Not a Council Member	In attendance	In attendance	In attendance	In attendance
Chris McLeod	In attendance	Absent	In attendance	In attendance	In attendance	In attendance
Carol Nyahasha	Not a Council Member	Not a Council Member	In attendance	In attendance	In attendance	Absent
Kate O'Rourke	In attendance	In attendance	In attendance	In attendance	In attendance	In attendance
Maggie Ramage	In attendance	In attendance	In attendance	In attendance	In attendance	In attendance
Kane Ridley (CITMA Paralegal rep)	In attendance	In attendance	In attendance	In attendance	In attendance	In attendance
Kelly Saliger	Absent	In attendance	In attendance	In attendance	In attendance	In attendance
Rachel Wilkinson-Duffy	In attendance	In attendance	In attendance	Absent	In attendance	Absent
Catherine Wiseman	In attendance	In attendance	Absent	In attendance	In attendance	In attendance
Catherine Wolfe	In attendance	In attendance	In attendance	In attendance	In attendance	In attendance
Kathy Wright	In attendance	In attendance	Absent	In attendance	In attendance	Absent



CITMA committees

Our committees are vital to assist with the work we undertake to deliver against our strategic objectives.

Our Council creates the committees required to oversee the day-to-day work and these committees decide on the working groups necessary to carry out certain tasks or projects within the remit of that committee.

All committees and working groups rely on volunteer involvement from members. This ensures members are at the heart of everything that we do.

Our Events and Publications & Communications bodies are 'steering groups' and are there to generate ideas and advise staff in their areas.

Executive

Tania Clark (*Chair*)
 Richard Goddard (*Vice-Chair*)
 Catherine Wolfe
 Chris McLeod
 Kate O'Rourke
 Kelly Saliger
 Maggie Ramage

Law and Practice

Rachel Wilkinson-Duffy (*Chair*)
 Catherine Wolfe (*Vice-Chair*)
 Daniel Joy
 Eleanor Merrett
 Ese Akpogheneta
 Ian Bartlett
 Jade MacIntyre
 Jonathan Thurgood
 Kate O'Rourke
 Karen Lee
 Keith Havelock
 Michael Lindsey
 Oscar Benito
 Peter Vaughan
 Sharon Mackison

Publications and Communications

Richard Hayward (*Chair*)
 Ashley Benjamin
 Carol Nyahasha
 Chris McLeod
 Jennifer Heath
 Jerry Bridge-Butler
 Kathy Wright
 Kirsty Eves
 Mark Hiddleston
 Mutlu Yildirim Kose
 Rebecca Kaye
 Richard Goddard
 Triona Desmond

CITMA Paralegal

Daniel Hardman-Smart (*Chair*)
 Catherine Wiseman (*Vice-Chair*)
 Carol Nyahasha
 Gail Nicol
 Ian Collier
 Jennifer Whitfield
 Kane Ridley
 Lisa Waithe
 Paul Farrell
 Patrick Henderson-Tucker

Events

Sarah Vaughan (*Chair*)
 Ian Collier
 Jade MacIntyre
 Kelly Saliger
 Patricia Collis
 Richard Roberts
 Tracy Arch

Education, Qualification and Standards

Kelly Saliger (*Chair*)
 Leanne Hall (*Vice-Chair*)
 Abigail Wise
 Amanda McDowall
 Angharad Rolfe Johnson
 Carin Burchell
 Charlotte Duly
 Daniel Hardman-Smart
 Ese Akpogheneta
 Eve Brown
 Jade MacIntyre
 Lucy Walker
 Mark Foreman

Sanjay Kapur
 Sharon Mackison
 Tania Clark
 Triona Desmond

Honorary members and past presidents

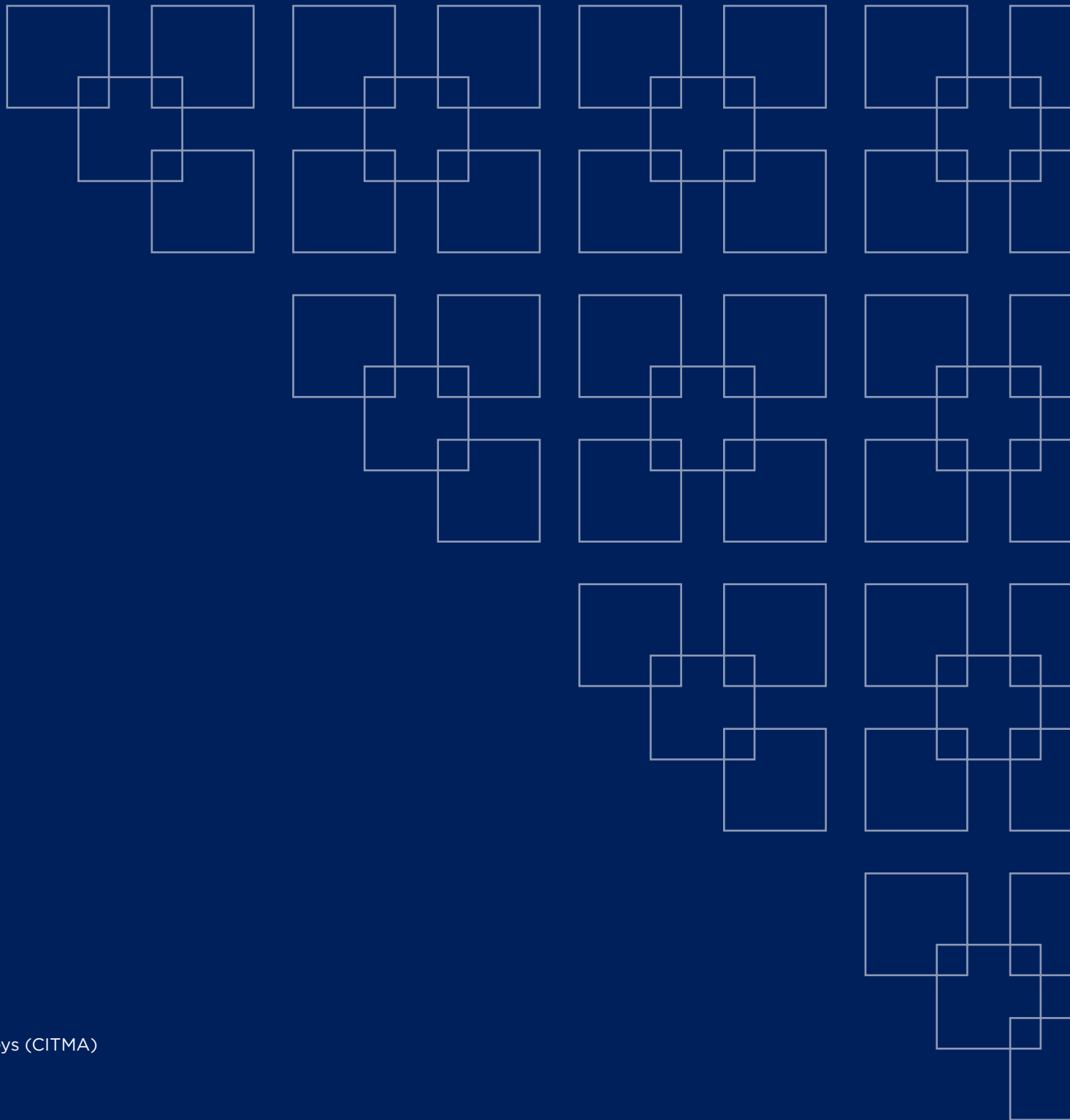
Honorary members of CITMA

Honorary membership is awarded by our Council to individuals who have made a significant contribution to us over a number of years.

Ms J Attreed
Mr W Beeston
Mr I Buchan
Mr I Davies
Ms G Deas
Mr D Evans
Mr T Gold MBE
Mr K Havelock
Mr M Knight
Mr M Padmore
Ms R Stanger
Mr K Storey
Mrs V Tyers
Mrs M Tyler

Past presidents of CITMA

Sir Edgar Sanders	1934 - 1941	Sheila Florence Lesley	1981 - 1983
James Noel Evans-Jackson	1942 - 1946	William John Andrew Beeston	1983 - 1985
Algernon Romaine Carpenter	1947 - 1948	Graham Alastair Albert Ball	1985 - 1987
James Noel Evans-Jackson	1949 - 1951	David Brian Lutkin	1987 - 1989
William Urquhart-Dykes	1952 - 1955	Donald Gordon Turner	1989 - 1990
John Conrad Arnold	1956 - 1956	Maurice Keith Padmore	1990 - 1992
Leslie Ashcroft Ellwood	1956 - 1961	Richard Charles Abnett	1992 - 1994
Rex Brown	1961 - 1962	John Alexander Groom	1994 - 1996
Maurice Frank Rowland	1962 - 1964	John Arthur Slater	1996 - 1998
Derek Rolfe Martin	1964 - 1966	Brian Herbert March	1998 - 2000
Lovell Strange Eaton Ellis	1966 - 1967	David Charles Evans	2000 - 2002
Ernest Schubert Wickenden	1967 - 1968	Ian Alexander Buchan	2002 - 2004
Julius Joseph	1968 - 1969	Stephen Richard James	2004 - 2006
Clifford John Forrester	1969 - 1970	Philip Warren Harris	2006 - 2008
Douglas Edwin Parker	1970 - 1972	Gillian Mavis Deas	2008 - 2010
Eric Raymond Wenman	1972 - 1974	Margaret Anne Ramage	2010 - 2012
Joseph Martin Wilson	1974 - 1976	Catherine Wolfe	2012 - 2014
John Lawrence Drury Oakley	1976 - 1978	Chris McLeod	2014 - 2016
Julius Joseph	1978 - 1979	Kate O'Rourke	2016 - 2018
Keith Richard Havelock	1979 - 1981	Tania Clark	2018 - 2020



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