

# CITMA REVIEW

ROYAL CHARTER ISSUE

24<sup>TH</sup> NOVEMBER 2016

SPECIAL ROYAL  
CHARTER ISSUE

CELEBRATING OUR

Royal  
Charter

The WebTMS Team would like to congratulate ITMA for all their hard work and dedication leading to their chartered status. Well Done!



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# Opening a new chapter

**W**e are pleased to introduce this special edition of the *CITMA Review*, which marks a significant event in the history of our profession: the launch of The Chartered Institute of Trade Mark Attorneys (CITMA).

Receiving a Royal Charter is a rare honour reserved for eminent professional bodies and charities with a strong record of achievement. To be awarded the Royal Charter is recognition of the great work of CITMA and its members. This occasion also sees the launch of the title Chartered Trade Mark Attorney, available to all CITMA members on the Register of Trade Mark Attorneys.

Since 2014, when we officially notified the Privy Council of our intention to apply for a Royal Charter, we have worked tirelessly to ensure we reach our goal. There were a number of hurdles to clear along the way, and we are delighted that, as a result of the hard work of many, we reached the finishing line.

From the moment we received confirmation from the Privy Council in April, we have been working to put in place everything required for the launch of CITMA, including the incorporation of a new corporate body – with all the challenges that brings – and production of the Royal Charter document itself.

The latter is a work of art; the front page was hand scribed on vellum by calligrapher Timothy Noad before being sent to the Crown Office, where the Great Seal of the Realm was applied. See Timothy at work on our Royal Charter on page 6.

The hard work doesn't end here, however. CITMA will continue to ensure its chartered status is prominent and that businesses, the legal profession and other key audiences know about the role and status of Chartered Trade Mark Attorneys and members of CITMA.

We will continue to offer you development opportunities through our continuing professional development events and webinars, knowledge sharing through the *CITMA Review*, and access to a network of connected professionals.

Another major development is our new brand. We worked with an external consultant to produce a brand that has not only a great visual identity that will take CITMA into its new era, but also a defined set of values. See page 10 for more information on this process and how our image has evolved over the years.

We hope you enjoy this special edition as we welcome a new chapter in the story of our profession.



*Kate O'Rourke*

**Kate O'Rourke**  
CITMA President



*Keven Bader*

**Keven Bader**  
CITMA Chief Executive

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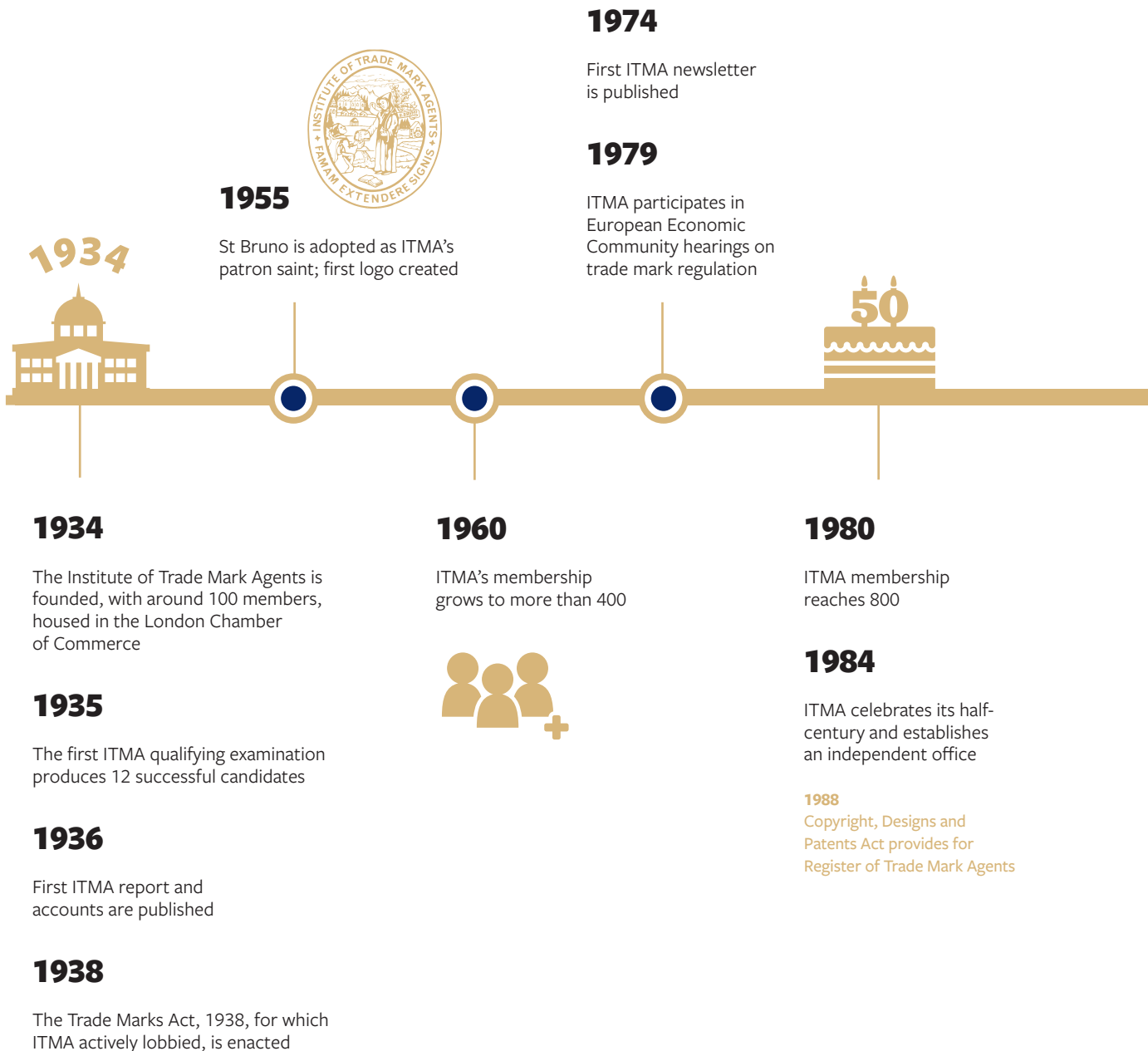
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**CITMA**

# The path TO CITMA

*As we take a new step forward with chartered status, let's look back at the legacy of action and advocacy that has led us to this landmark achievement*



## 1991

Joint ITMA/CIPA Examination Board is established

## 1992

Many ITMA members appear on the new Register of Trade Mark Agents

## 1998

“Attorneys” replaces “Agents” in ITMA’s name following recognition of this new title in the Trade Marks Act 1994



### 1992

Register of Trade Mark Agents is first published, with 770 names

### 1994

New UK Trade Marks Act gives recognition to the title of Trade Mark Attorney; EU Trade Mark Regulation is finalised

### 1996

UK accedes to the Madrid Protocol

## 2000

ITMA’s continuing professional development scheme is introduced

## 2005

Litigation qualification is introduced

## 2007

ITMA is appointed an Approved Regulator under the Legal Services Act

## 2010

The Intellectual Property Regulation Board and ITMA Benevolent Fund are established

## 2014

In its 80th year, ITMA submits a memorandum of intention to apply for a Royal Charter

## 2015

ITMA petitions the Privy Council for chartered status and a notice is published in the *London Gazette*



*The journey continues as CITMA moves forward to the benefit of its membership, now 1,500 strong*

### 2012

Litigation rights are secured for Registered Trade Mark Attorneys

## 2016

Our Royal Charter is granted by the Privy Council and the Great Seal is applied to our completed vellum charter

## 24TH NOVEMBER 2016

The Chartered Institute of Trade Mark Attorneys is launched

**CITMA** The Chartered Institute of Trade Mark Attorneys



# A TITLE OF TRUST

*We explain why chartered status represents a landmark change for qualifying trade mark professionals*

**C**hartered Trade Mark Attorney – that’s the title CITMA members on the Register of Trade Mark Attorneys can now use.

The new status provides a seal of quality for the work of Trade Mark Attorneys. It is a vital new tool for the profession in securing trust among the public, the business community and other professionals.

## RECOGNITION

Since 1934, our organisation has sought to bring recognition to the work and role of Trade Mark Attorneys. Chartered status is the latest step change in the development of the profession. Reinforced by our new Royal Charter, the CITMA name stands for quality of education, representation and regulation, both for today and continuing into the future. It is backed up by history, but represents forward thinking and the search for new ways to promote the profession in a modern world. Trade marks and designs are



*Reinforced by our new Royal Charter, the CITMA name stands for quality of education, representation and regulation, both for today and continuing into the future*

vital to the economy, making the work we all do to protect them invaluable to businesses.

We are proud of the expertise, skill and level of service CITMA members provide. Being chartered is synonymous with these qualities, and the new status is a game changer for the profession.

Chartered professionals date back to the 19th century, and Royal Charters

much further back than that (see opposite). Applied to a number of professions, from accountants to civil engineers, “chartered” designates a credibility that is backed up by years of high-quality work. The infrequency with which Royal Charters are awarded is an indicator of the reserved status of the organisations that receive one, which makes the standing of those who practice under chartered status all the higher.

Business leaders, decision makers and the general public, both in the UK and internationally, recognise a Royal Charter as a seal of excellence.

We will be encouraging businesses to seek out and use Chartered Trade Mark Attorneys for advice and assistance on all trade mark and design matters, much as we do already. CITMA will make sure Chartered Trade Mark Attorney is a well-known indicator of high professional standards.

## CONDUCT AND TRUST

Some 1,500 trade mark and design professionals make up our network – from attorneys, solicitors and barristers to paralegals, administrators, investigators and searchers. They contribute to our profession and the work we do in different ways, but all adhere to the standards of practice expected.

As professionals, Trade Mark Attorneys have high standards, maintained by a strong code of conduct and continuing professional development requirements. These underpin the trust that has led to the awarding of our Royal Charter.





Timothy Noad, Scribe and Illuminator to HM Crown Office, inscribed the CITMA Charter on calfskin vellum according to centuries-old tradition

## THE ROYAL CHARTER A BRIEF HISTORY

CITMA will continue to provide members with opportunities to develop, network and build knowledge – performing its role as a chartered professional organisation. We will also continue to ensure trust and quality are at the heart of everything we, and you, do.

We have an ongoing ambition to tell the world how CITMA develops its members and the professional standards required to be a CITMA member and chartered practitioner. Chartered status should give people reassurance over the level of service our members provide.

CITMA and its member network have genuinely earned this status, and it is an honour about which we should rightfully shout from the rooftops. ■

The first Royal Charter was granted to the University of Cambridge in 1231, according to Privy Council documents. Almost eight centuries later, there are still only just over 1,000 Royal Charter holders. Along with notable seats of education, Royal Charters were first extended to providers of important products and services, such as livery companies and bodies representing saddlers, skinnners, mercers and goldsmiths, as well as towns and cities.

In essence, explains the Privy Council website, a Royal Charter is “a way of incorporating a body, that is turning it from a collection of individuals into a single legal entity”. That body then has “all the powers of a natural person, including the power to sue and be sued in its own right”.

When Royal Charters were initiated, they were the only means of incorporation. Today, because other avenues are available, new grants have become rare, with professional bodies or charities that are both financially sound and able to demonstrate a record of achievement making up a small candidate pool.



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CONGRATULATIONS TO  
ITMA ON THE GRANT  
OF ITS ROYAL CHARTER



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WELL DONE!

Congratulations to ITMA  
for all their hard work and  
dedication leading to  
their Chartered status,  
from all of us here at  
Hiddleston Trade Marks.







## **PUBLICISE YOUR CHARTERED STATUS**

The word “chartered” is well known as a symbol of trust and excellence; use it wherever you can. If you have a public profile on your firm’s website, ensure your title is updated. You should also update your LinkedIn, Twitter and any other social media profiles, and your details on other sites and databases that provide your professional information.

Make sure your business cards and email signature use your title. If you are an Ordinary member, Fellow, or corporate Honorary member of CITMA, you are permitted to use the title Chartered Trade Mark Attorney.

Members in the Administrator, Affiliate, Allied, Associate, Overseas, Student, Honorary (non-corporate) and Retired categories are all able to use the designation Member of The Chartered Institute of Trade Mark Attorneys.

As a member of CITMA, you are also entitled to use the CITMA logo on your website and stationery, as long as you follow our guidelines (see [citma.org.uk](http://citma.org.uk) for full details). We want this to be a well-known emblem of excellence.

CITMA will be working hard to ensure the benefits of using the services of a CITMA member, and the value our profession brings to business in the UK and across the globe, are recognised.

## **PROMOTE YOUR PROFESSION**

When we work together, our profession is stronger. Communication

is key. Use every opportunity to talk about the work you do among colleagues and new contacts, and use your title when you do.

Write blogs, articles, tweets, LinkedIn posts and more, sharing your expertise and thought leadership in the process. These can be for internal outlets – for instance, your firm’s website – or external platforms, such as news sites, magazines, blogs and social media.

Speaking at seminars and conferences is another great way to promote your own work, your firm and the wider profession.

Using your title at all times and combining it with your expert commentary reinforces the positive messaging around our profession and the value we can bring.

## **UPDATE YOUR DETAILS**

In 2015, more than 20,000 searches were made via our online “Find an expert” tool.

The CITMA public search function is an important tool for businesses and individuals looking for help with trade marks and designs; both CITMA and the UK IPO actively direct people to it.

If you are a Chartered Trade Mark Attorney in private practice, the CITMA online search tool is an important business development stream for you.

With all this in mind, please make sure your details are up to date. You can check and update your details very simply by logging in to your CITMA account online.

## **GET INVOLVED**

CITMA is a membership organisation shaped by members. There are hundreds of opportunities for you to help mould the future direction of CITMA.

Whether you get involved in working groups and committees, write for the *CITMA Review* or simply provide feedback, you will be playing your part in shaping your chartered professional membership body. ■



# **MAKE OUR** *Royal Charter* **WORK FOR YOU**

*How, as a CITMA member, you can make the most of your new status*

# OUR BRAND MOVES FORWARD

*Alongside our new status, we're proud to present a new, bold identity that builds on our past and reinforces our principles*

**AS WELL AS** celebrating our Royal Charter, we are proud to unveil CITMA's new brand identity, which announces our intention to move boldly into the future, but hints back to our history and heritage.

Our overarching goal was to create a new identity of which members can be proud, and that serves as an identifier of quality and trust in terms of what we provide both as an organisation and at an individual level.

To achieve this, we've refined our typeface to create a clean, contemporary and confident logo. ■

## THE STORY OF OUR INSIGNIA

### EARLY EMBLEM

From 1934 until the mid-1950s, stationery and printed publications showed consistent use of the organisation's full name, then The Institute of Trade Mark Agents, in a distinctive black-letter script. The Institute did not yet have its own emblem or pictorial element, perhaps due to the atmosphere of formality in business affairs that prevailed at the time.



### ENTER ST BRUNO

An oval badge featuring St Bruno was created at the suggestion of Leslie Ellwood (ITMA President 1956–1961), who had offered to provide a badge of office for future Presidents. The choice of St Bruno was a nod to one of the earliest marks known to be protected in Europe, used by Carthusian monks producing Chartreuse liqueur in France. Three saints were linked to the founding of the Grande Chartreuse monastery in 1084, including St Bruno, who is often depicted with his fingers to his lips or carrying plants or flowers, as in the Institute's first emblem. The St Bruno logo was widely used by the Institute until 1993. The design continues to be used on the President's badge today.



### THE SQUARE ERA

In 1992, a review of the Institute's publications led to a change of image and a new, up-to-date logo: a blue tile design containing a hand-drawn version of the Institute's acronym, which, in 1998, accommodated the change of the word "Agents" to "Attorneys". The logo, created by Bill Stotesbury, featured an emphasis on the letters "T" and "M" to highlight the focus of the Institute's work.



### TODAY'S CITMA SIGNATURE

As we move forward with chartered status, our logo also moves forward – but with our heritage still very much in mind. We've carried over the ITMA blue and the emboldened "TM", which keeps the focus on our specialism and expertise.

**CITMA** The Chartered  
Institute of Trade  
Mark Attorneys



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“Congratulations to all at ITMA on the occasion of receiving the Royal Charter”

*From Nick Wood, Lorna Gradden and all of the Com Laude team*



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