

# The Institute of Trade Mark Attorneys Becomes Chartered

An overview of the press coverage and digital activity surrounding the unveiling of CITMA's Royal Charter

By GK Strategy

## Project Results

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### Press

Number of Pieces Placed	17
Total Reach Charter Launch	463,259
Total Reach of Thought Leadership Articles	241,856
Total Reach	705,115
Hall of Fame	Business Insider: unique monthly views - 13,120,000
Number of Journalists Briefed	30
Percentage of Legal Press Readership	65%
Percentage of Business Press Readership	35%

### Social Media

Total shares, retweets and re-retweets	96
Total likes	83
Total number of e-cards shared (excluding CITMA)	28

### Secured Opportunities

GK secured a long term opportunity with one of the leading online business news sites, International Business Times (IBT). IBT are keen to receive Op-Eds from Kate O'Rourke in her capacity as President of the Chartered Institute of Trade Mark Attorneys on a regular basis in 2017. GK has introduced CITMA to the IBT Business Editor.

# PRESS

*The campaign aimed to secure earned media coverage (with new CITMA imagery) in selected business and legal trade press.*

Publication	Audience	Publication Date	Reach	Shares	Link
World Intellectual Property Review	A magazine specifically aimed at intellectual property professionals.	24/11/16	36,100 online	Facebook 1 Google+ 1 LinkedIn 16	<a href="#">Here</a>
New Law Journal	A general legal magazine aimed at legal professionals.	24/11/16	33,300 online		<a href="#">Here</a>
New Law Journal	A general legal magazine aimed at legal professionals.	24/11/16	25,000 through print (clipped below)	n/a	n/a
Managing Intellectual Property	A specialist magazine aimed at in-house counsel and business-minded private practitioners.	24/11/16	18,200 online		<a href="#">Here</a>
IP Pro The Internet	A magazine and website aimed at professionals who enforce, protect and promote IP online.	24/11/16	4,100 online		<a href="#">Here</a>
Intellectual Property Magazine	A specialist intellectual property magazine for in-house lawyers, lawyers in private practice and intellectual property managers.	24/11/16	5730 online		<a href="#">Here</a>
Licensing.biz	A specialist quarterly publication aimed at both licensors and licensees.	Due to be published soon. We are chasing.	105,000 through online and print	n/a	n/a

Total Licensing UK	A magazine for professionals within the licensing industry, including retailers and manufacturers.	To be published 20/01/16	86,000 through print and online	n/a	n/a
World Trademark Review	A specialist magazine aimed at trade mark professionals around the world.	Due to be published soon. We are chasing.	30,500 through print and online	n/a	n/a
Licensing Today Worldwide	A title aimed specifically at licensors, licensees and retail buyers.	Due to be published in week commencing 09/01/16	12,329 through print and online	n/a	n/a
Business Grapevine	A general website for businessmen and women across all sectors.	21/12/16	9,500 online	Google+ 1	<a href="#">Here</a>
New Business	A general magazine for directors and owners of small and medium-sized businesses.	13/12/16	5000 through print and online	n/a	<a href="#">Here</a>
The IPKat	A leading IP blog and popular source of material, comment and amusement for IP owners, practitioners, judges, students and administrators.	27/11/16	1500 online	n/a	<a href="#">Here</a>
<b>Thought Leadership</b>					
Real Business	A business magazine aimed at entrepreneurs and owner-directors of small and mid-sized companies in the UK.	15/12/16	191,856 online		<a href="#">Here</a>
Corporate Vision	Specialist magazine and website aimed at CEOs, directors and other top-level professionals as well		50,000 online	Facebook 3	<a href="#">Here</a>

	as investment professionals, spanning an array of industries and sectors.			LinkedIn 1	
International Business Times	International Business Times is an online publication that features financial news from all the world's markets through its editorial network across the World.	GK secured an opportunity for CITMA to provide regular content for IBT and introduced them to the business editor via email			
<b>Hall of Fame</b>					
Business Insider	Business Insider is the largest business news site on the web with deep financial, media, tech, and other industry verticals.	31/12/16	13,120,00 online	LinkedIn 20 Twitter 140	<a href="#">Here</a>

## Social Media

Total shares, retweets and re-retweets	96
Total likes	83
Total number of e-cards shared (excluding CITMA)	28



# WIPR

WORLD INTELLECTUAL PROPERTY REVIEW

**Publication date:** 24/11/16

**Source:** [Here](#)

**Audience:** A magazine specifically aimed at intellectual property professionals

**Reach:** 36,100 unique monthly users



The Institute of Trade Mark Attorneys (ITMA) has become the Chartered Institute of Trade Mark Attorneys (CITMA) following the receipt of its royal charter.

CITMA [released a statement](#) today, November 24, saying it is a “landmark achievement” for the intellectual property organisation.

Last night, November 23, *WIPR* attended a ceremony in London to celebrate the occasion. Kate O'Rourke, president of CITMA, was presented with the charter at the College of Arms, the location for a scene in the 1969 James Bond film “On Her Majesty's Secret Service”.

On the same day, CITMA filed trademarks for its new name and today it has officially launched its new branding and website design.



[View full size](#) ↗

According to CITMA, the royal charter “recognises its members’ distinctive and pre-eminent position as legal experts in the trademark and design community”.

ITMA revealed in April this year that the charter had been granted during a meeting of the Privy Council held at Windsor Castle.

The Privy Council is a group of advisors to the Queen. It takes decisions including the granting of charters, which give special status to incorporated bodies.

[According to the council](#), granting a charter is a way of “incorporating a body ... turning it from a collection of individuals into a single legal entity”.

The organisation was awarded the charter for its “important role in representing the specialist work of trademark attorneys in the UK”.

CITMA’s full members can now use the official title “chartered trademark attorney”, in order to “signify their status in the legal field”.

O’Rourke said: “To be awarded a royal charter is due recognition of the great work of our members as intellectual property professionals and of CITMA as an organisation.

“This new status provides a seal of quality for the work of our members and the value their work provides to businesses in the UK and across the globe,” she added.

Baroness Neville-Rolfe, minister of state for energy and IP, said CITMA “fully deserves” its chartered status and that “I am glad their hard work and commitment to achieving the highest levels of both technical and professional knowledge has been recognised”.

*(Charter picture courtesy of Richard Hayward of CITMA)*

The Institute of Trade Mark Attorneys, Chartered Institute of Trade Mark Attorneys, Royal Charter, the Queen, trademark, Privy Council, Kate O’Rourke,



# New Law Journal

— Leading on debate, litigation and dispute resolution —

**Publication date:** 24/11/1

**Source:** [Here](#)

**Audience:** A general legal magazine aimed at legal professionals

**Reach:** 33,300 unique monthly users

## Chartered Institute of Trade Mark Attorneys unveiled

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**Date:** 24 November 2016

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The Institute of Trade Marks has been given the Royal seal of approval—and will now be known as the Chartered Institute of Trade Mark Attorneys (CITMA).

Its royal charter was given to them by The Queen in a meeting of The Privy Council, and was unveiled publically by CITMA today. Fully qualified CITMA members can now use the official title, Chartered Trade Mark Attorney.

Kate O'Rourke, CITMA President, said: "To be awarded a Royal Charter is due recognition of the great work of our members as intellectual property professionals and of CITMA as an organisation.

"This new status provides a seal of quality for the work of our members and the value their work provides to businesses in the UK and across the globe."

It is a historic landmark for the intellectual property professionals' body, which launched in 1934 and now represents 1,500 professionals. Its members are also enjoying a boom in business—demand for trade marks has increased 35% since 2012, according to the Intellectual Property Office.

# New Law Journal

— Leading on debate, litigation and dispute resolution —

**Publication date:** 24/11/16

**Source:** Print

**Audience:** A general legal magazine aimed at legal professionals

**Reach:** 33,300

## CITMA

The Institute of Trade Marks has been given the Royal seal of approval—and will now be known as the Chartered Institute of Trade Mark Attorneys (CITMA).

Its Royal Charter was unveiled this week by the Queen at a meeting of the Privy Council. Fully qualified CITMA members can now use the official title, Chartered Trade Mark Attorney.

Kate O'Rourke, CITMA president, said: "This new status provides a seal of quality for the work of our members and the value their work provides to businesses in the UK and across the globe."

It is a historic landmark for the intellectual property professionals' body, which launched in 1934 and now represents 1,500 professionals. Its members are also enjoying a boom in business—demand for trade marks has increased 35% since 2012, according to the Intellectual Property Office.

## Managing Intellectual Property

The Global IP Resource

Publication date: 24/11/16

Source: [Here](#)

**Audience:** A specialist magazine aimed at in-house counsel and business-minded private practitioners

**Reach:** 18,200 unique monthly users

### ITMA BECOMES CITMA

The Institute of Trade Mark Attorneys (ITMA) has become the Chartered Institute of Trade Mark Attorneys (CITMA) following the official presentation of its Royal Charter at a ceremony in London.

Managing IP was present at the ceremony which was held at the **historic building of the College of Arms**. It was attended by members of the UK IP community as well as representatives from other bodies such as the Intellectual Property Regulation Board and the Legal Services Board.

ITMA's Royal Charter application **was approved** back in April so yesterday was the first time it was unveiled to the general public.

Following short speeches by the Windsor Herald of the College William Hunt, UK IPO Acting Chief Executive Sean Dennehey and CITMA President Kate O'Rourke, the Royal Charter was presented to O'Rourke. Guests were invited to get up close to view the Royal Charter and the bright red Great Seal of the Realm.

In their speeches, O'Rourke and Bader talked about the organisation's achievements to date, including the **various initiatives** it is involved in. They thanked several individuals and organisations for their support and efforts towards this landmark event. O'Rourke also recognised the wider CITMA family which includes trade mark administrators.

UK IP Minister Baroness Neville-Rolfe, **who**



**couldn't attend because she was in the House of Lords to table the IP (Unjustified Threats) Bill**, in a statement said the organisation "fully deserves its Chartered status".

CITMA has published **a short guide** on what the status means for its members. Its press release can be found **here**.

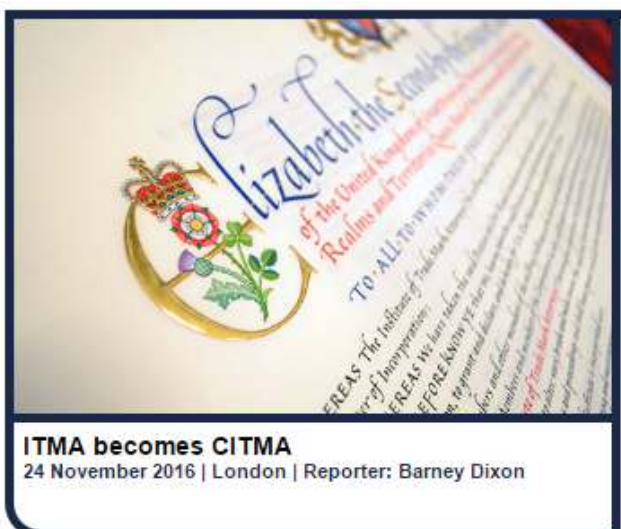


**Publication date:** 24/11/16

**Source:** [Here](#)

**Audience:** A magazine and website aimed at professionals who enforce, protect and promote IP online.

**Reach:** 4,100 unique monthly users



The Institute of Trade Mark Attorneys (ITMA) has formally become the Chartered Institute of Trade Mark Attorneys (CITMA) after being granted a royal charter earlier this year.

CITMA members will now be able to use the title 'chartered trademark attorney', which CITMA says will signify their status as leading practitioners in their field.

Kate O'Rourke, president of CITMA, said: "To be awarded a royal charter is due recognition of the great work of our members as intellectual property professionals and of CITMA as an organisation."

"This new status provides a seal of quality for the work of our members and the value their work provides to businesses in the UK and across the globe."

CITMA was originally founded in 1934 and is now home to more than 1,500 trademark and design professionals.

Minister for energy and IP, Baroness Neville-Rolfe, said: "ITMA fully deserves its chartered status."

"I am glad their hard work and commitment to achieving the highest levels of both technical and professional knowledge has been recognised."

She added: "Protecting IP rights is important to growth, innovation and creativity. CITMA and its members will continue to help businesses protect their brands here and overseas."





**Publication date:** 24/11/16

**Source:** [Here](#)

**Audience:** A specialist intellectual property magazine for in-house lawyers, lawyers in private practice and intellectual property managers

**Reach:** 5730 unique monthly users

## ITMA now CITMA following Royal Charter

Following the unveiling of its Royal Charter, the Institute of Trade Mark Attorneys (ITMA) has been renamed as the Chartered Institute of Trade Mark Attorneys (CITMA).

Labelled as a 'landmark achievement' for the group, the charter recognises its members' distinctive and pre-eminent position as legal experts in the trademark and design community.

The institute was awarded the honour by The Queen at a meeting of The Privy Council in April, for its important role in representing the specialist work of trademark attorneys in the UK.



CITMA president Kate O'Rourke MBE said, "To be awarded a Royal Charter is due recognition of the great work of our members as intellectual property professionals and of CITMA as an organisation."

She added, "This new status provides a seal of quality for the work of our members and the value their work provides to businesses in the UK and across the globe."

Originally founded in 1934, the group is a UK-based professional membership organisation that helps to shape IP law and practice – nationally and internationally.

It represents the interests of over 1,500 trademark and design professionals. Members include fully qualified trademark attorneys, those in training and support roles, and barristers and solicitors with a trademark or design interest working in the UK and overseas.

Fully qualified CITMA members can now use the official title 'chartered trademark attorney', which signifies their status as the leading practitioners in their field; providing strategic advice on trademark and design portfolios to help businesses protect valuable IP assets.

Minister for IP, Baroness Neville-Rolfe, stated that the institute "fully deserves its chartered status".

"I am glad their hard work and commitment to achieving the highest levels of both technical and professional knowledge has been recognised," she commented.

"Protecting IP rights is important to growth, innovation and creativity. CITMA and its members will continue to help businesses protect their brands here and overseas," the baroness concluded.



Publication date: 02/12/16

Source: Print

**Audience:** A business magazine for Directors and owners of small and medium-sized businesses.

Reach: 5000



intellectual property

## The royal seal of approval

The Institute of Trade Mark Attorneys (ITMA) became the Chartered Institute of Trade Mark Attorneys (CITMA), following the unveiling of its Royal Charter



*Elizabeth the Second of the United Kingdom of Great Britain and Northern Ireland*

*To All Whom These Letters Shall Come*

*Our Right Faithful Subjects*

*By Appointment*

*Attorneys at Law*

*of the Institute of Trade Mark Attorneys*

*Chartered*

*19th December 2016*

**A** landmark achievement for CITMA, the Charter recognises its members' distinctive and pre-eminent position as legal experts in the trade mark and design community. ITMA was awarded this recognition by the Queen in recognition of The Prince of Wales, for its important role in representing the specialist work of trade mark attorneys in the United Kingdom.

Fully qualified CITMA members can now use the official title 'Chartered trade mark attorney', which signifies their status as the leading practitioners in their field, providing strategic advice on trade mark and design portfolios to help businesses protect valuable intellectual property assets.

Commenting, Kate O'Brien, MBE, President of CITMA, said: "To be awarded a Royal Charter is the recognition of the great work of our members as intellectual property professionals and of CITMA as an organisation.

"This new status provides a seal of quality for the work of our members and the value their work provides to business in the UK and across the globe."

Originally founded in 1958, CITMA is a UK-based professional membership organisation that helps reshape intellectual property law and practice – nationally and internationally. It represents the interests of over 1500 trade mark and design professionals. Members include fully qualified trade mark attorneys, those in training and support roles, and lawyers and solicitors with a trade mark or design interest working in the UK and overseas.

Chartered trade mark attorneys provide companies with a full suite of assistance regarding company names, trading styles and branding, taking a commercial view and advising on next steps. This level of strategic advice is valuable to businesses as company registered intellectual property increases the value of organisations in a way that is important to banks and investors.

At the macroeconomic level, chartered trade mark attorneys represented by CITMA make significant contributions to the wider UK and EU IP ecosystem.

- According to the Intellectual Property Office Fact Facts report in 2015, trade marks were the second most valuable type of intellectual property right with over £18 billion of investment.
- There has been a 35% increase in demand for trade mark services since 2012.
- According to a 2016 report by the European Union Intellectual Property Office, trade mark-intensive industries contributed nearly 56% of the EU's main GDP from 2011-2015.
- The same report found that design-intensive industries contributed 11% of EU's main GDP over the same two year period.
- The UK is the 7th most competitive country in the world for intellectual property protection according to 2016/2017 World Economic Forum report on global competitiveness.

Bureau Veritas Rights, Maritime Solutions for Energy and Intellectual Property, said: "The Institute of Trade Mark Attorneys fully deserves its Chartered status. I am glad to see hard work and commitment to achieving the highest levels of both technical and professional knowledge has been recognised.

"Protecting IP rights is important to growth, innovation and creativity. CITMA and its members will continue to help businesses protect their brands here and overseas."

**new business** **ip**

**Publication date:** 02/12/16

**Source:** Print

**Audience:** A business magazine for Directors and owners of small and medium-sized businesses.

**Reach:** 5000 unique monthly users



## The royal seal of approval

**The Institute of Trade Mark Attorneys (ITMA) became the Chartered Institute of Trade Mark Attorneys (CITMA), following the unveiling of its Royal Charter**



A landmark achievement for CITMA, the Charter recognises its members' distinctive and pre-eminent position as legal experts in the trade mark and design community. ITMA was awarded this rare honour by The Queen at a meeting of The Privy Council, for its important role in representing the specialist work of trade mark attorneys in the United Kingdom.

Fully qualified CITMA members can now use the official title 'chartered trade mark attorneys', which signifies their status as the leading practitioners in their field; providing strategic advice on trade mark and design portfolios to help businesses protect valuable intellectual property assets.

Commenting, Kate O'Rourke MBE, President of CITMA, said: "To be awarded a Royal Charter is due recognition of the great work of our members as intellectual property professionals and of CITMA as an organisation.

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Originally founded in 1934, CITMA is a UK-based professional membership organisation that helps to shape intellectual property law and practice - nationally and internationally. It represents the interests of over 1500 trade mark and design professionals. Members include fully qualified trade mark attorneys, those in training and support roles, and barristers and solicitors with a trade mark or design interest working in the UK and overseas.

Chartered trade mark attorneys provide companies with a full risk assessment regarding company names, trading styles and branding, taking a commercial view and advising on next steps. This level of strategic advice is valuable to businesses as correctly registered intellectual property increases the value of organisations in a way that is important to banks and investors.

At the macro-economic level, chartered trade mark attorneys represented by CITMA make significant contributions to the wider UK and EU IP economies:

- According to the Intellectual Property Office Fast Facts report in 2015, trade marks were the second most invested in type of intellectual property right with over £14 billion of investment
- There has been a 35% increase in demand for trade marks since 2012
- According to a 2016 report by the European Union Intellectual Property Office, trade mark-intensive industries contributed nearly 36% of the EU's entire GDP from 2011-2013
- The same report found that design intensive industries contributed 13% of EU's entire GDP over the same two year period
- The UK is the 7th most competitive country in the world for intellectual property protection according to 2016/2017 World Economic Forum report on global competitiveness

Baroness Neville-Rolfe, Minister of State for Energy and Intellectual Property, said: "The Institute of Trade Mark Attorneys fully deserves its Chartered status. I am glad their hard work and commitment to achieving the highest levels of both technical and professional knowledge has been recognised.

"Protecting IP rights is important to growth, innovation and creativity. CITMA and its members will continue to help businesses protect their brands here and overseas."

# The IPKat

**Publication date:** 27/11/16

**Source:** Here

**Audience:** A leading IP blog and popular source of material, comment and amusement for IP owners, practitioners, judges, students and administrators.

**Reach:** 1500 unique monthly users

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[illegible]

The text reads:

On 24 November 2016, The Institute of Trade Mark Attorneys became the Chartered Institute of Trade Mark Attorneys (CITMA). This honour was awarded by The Queen at a meeting of The Privy Council. The Charter recognises the distinctive and pre-eminent expertise of its members in the trade mark and design fields. The new status provides the title of Chartered Trade Mark Attorney to all fully qualified CITMA members. More information, [here](#).



**Publication date:** 21/12/16

**Source:** [Here](#)

**Audience:** A general website for businessmen and women across all sectors.

**Reach:** 9500 unique monthly users



## Why 'brand' is not a buzzword

What is a brand? The word 'brand' is one of the most used – and misused – words in business. But, when attempting to go beyond simple marketing jargon, a brand is – put simply – a USP and a guarantee of growth.

Brands such as Apple and Coca Cola are worth billions of dollars as stand-alone companies – but people buy in for the brand, for that instantaneous recognition. Justin Bieber is as much of a brand as Facebook, and both rely on this identity to influence and achieve their corporate objectives.

Top businesses and individuals recognise the importance of protecting their brand. By doing so they prevent imitation by competitors, and ensure that they receive the full value from any services or products they provide. Similarly, a brand that is effectively managed across different jurisdictions and geographic areas will provide the owner with a competitive edge over businesses that fail to do the same.

Brands are integral to the success of most businesses, and when they are properly managed and exploited, can raise the value of a company in the eyes of others immeasurably. Take for instance, the fact that investors now buy and sell companies purely on the value of their brand and intellectual property assets. They recognise that the right brand that is unknown today may – with the proper protection and management, become the household name of tomorrow.

Brand protection and management is a serious and necessary investment – a business that invests in its brand invests in its future stability and sustainability. Expert guidance is also particularly important, and Chartered Trade Mark Attorneys are the experts who can provide legal advice and strategies to ensure businesses get the most from their registered trade marks.

As a result of the key role Trade Mark Attorneys have played in supporting UK businesses in the exploitation and protection of brands, and the pre-eminent role of their professional body, the Institute of Trade Mark Attorneys has been given a Royal Charter to become the Chartered Institute of Trade Mark Attorneys. This recognition will give confidence to businesses, who will increasingly rely on a robust and competitive profession to help them utilise their brands in the UK and in global markets.

"To be awarded a Royal Charter is recognition of the great work of our members and the value they provide to businesses and other IP owners in the UK and across the globe," explained Kate O'Rourke MBE, **President** of CITMA. "It also further enhances the role CITMA plays in the legal sector as the pre-eminent body for trademarks and designs in the UK.

"We are proud of the expertise, trust, skill and quality of service CITMA members provide. By using a Chartered Trade Mark Attorney you should be reassured of the level of service you receive."



# Thought Leadership

*GK developed a trade mark/ intellectual property 'hall of fame' piece celebrating the rich history and impact of the profession, as well as thought leadership pieces by Kate O'Rourke and Mark Foreman*

**Publication date:** 16/12/2016

**Source:** [Here](#)

**Audience:** Entrepreneurs and owner-directors of small and mid-sized companies in the UK.

**Reach:** 153,000 unique monthly users

# realbusiness

## Businesses thriving in a highly competitive global market are keen to invest in the knowledge economy

Within the knowledge economy it has been predicted that 50 per cent of UK investment was protected by intellectual property rights. In 2014, knowledge economy **investment was approximately £133bn**, outspending the more traditional tangible investment by some £12bn.

This is an important shift, so it's worth asking what's behind it. Brands are undeniably a vital part of the knowledge economy. These days big brands dominate, helped by a global consumer appetite to communicate and share experiences through social media. New types of business, ones that can scale quickly and become truly global brands are all important, but are not the only ones to possess valuable, intangible assets. All businesses large and small have intellectual property they need to protect.

Brands can only truly thrive once protected and exploited effectively and it is the role of Chartered Trade Mark Attorneys to advise businesses on how to do this successfully. The growth of the knowledge economy has required careful and robust protection of trademark and design assets. It is clear that businesses are taking this need seriously; 35 per cent more trademarks were registered with the UK's Intellectual Property Office (IPO) in 2015 than in 2012.

In 2011, an estimated 11 per cent of total UK investment in intangible assets was in assets protected by trademarks.



In terms of design assets, businesses in the UK are increasingly benefitting from a reduction in the costs of registering designs. This is freeing up businesses to not only protect designs for one product, but for multiple designs for different parts of the same product. The UK economy is benefiting from this new environment, one that enables more comprehensive protection.

So the message is clear; businesses that want to thrive in a highly competitive global market recognise the value in protecting trademark and design assets. Businesses that are rich in intellectual property assets are more sustainable and less likely to be adversely impacted by changes in the global economy, which makes helping them protect themselves even more important.

As a result of the key role trade mark Attorneys have played in protecting the brand value of UK businesses, the quality of service and advice they provide and the work of their professional body, the Institute of Trade Mark Attorneys has been awarded a Royal Charter, becoming the Chartered Institute of Trade Mark Attorneys.

*Kate O'Rourke is a senior counsel at [Charles Russel Speechlys](#) and president of the Chartered Institute of Trade Mark Attorneys.*



## Brand Power

November 28, 2016

**Publication date:** 28/11/16

**Source:** [Here](#)

**Audience:** Specialist magazine and website aimed at CEOs, directors and other top-level professionals as well as investment professionals, spanning an array of industries and sectors

**Reach:** 50,000 unique monthly users



**A lot, possibly too much, is written about brands, but the reality is that brands are now big business and are here to stay. We and much of the developed and developing world rely on brands in our day to day life, more than we probably realise.**

As a consequence, brands are rightly seen as extremely valuable business assets. Forbes currently lists Apple as the number 1 brand with a value exceeding \$150billion. However, brands are no longer limited to the names of products, such as Coke (No. 4 and valued at \$58.5 billion) or services such as Facebook (No. 5 valued at \$52.6 billion), buildings and individuals now have their own brands too.

Depending on which newspaper you read you will be assaulted by a myriad of brands such as Trump, Google, Kardashian, before you even get to the paid-for advertisements.

And the back pages are no different. Sports teams, especially in football, are no longer just linked to a local community, but often major international brands in their own right. Manchester United is considered the world's most valuable sports team at \$2.23 billion, notwithstanding their current form over the last 18 months.



But why stop there? Major sporting and entertainment venues are also no longer known by their location, but by the brand of a sponsor. For many 'The Emirates' means a football stadium in North London as much, or perhaps even more than, a major international airline.

And then there are the performers. It is now common place for major sport stars to earn considerable sums from their image rights and in some cases more than they do from actually playing the sport itself.

Not only are brands here to stay, I believe their importance and value will continue to increase. There is now without doubt a greater awareness of and desire for brands across all ages and cultures. As the world grows ever smaller and more connected, through various online means and social media, brands can now be created quickly, inexpensively and internationally.

There will be a proliferation of international brands that emerge and it should be expected that a new or little known brand today will challenge for a top ten place within a decade.

So as we have seen businesses and board rooms recognise the value of brands as never before, companies are increasingly being bought and sold because of the power of their brands. Venture capitalists invest in brands. Rightfully, they know consumers are prepared to pay a premium for certain brands.

However brands only realise their full value and potential if they are properly managed and successfully exploited across multiple product service areas and/or geographies.

To do this one needs to ensure that the brand in question is free for exploitation and use, not just in the domestic home market, but in all markets where it will or might be used by you or by someone else who is prepared to pay handsomely for the privilege of doing so.

It also needs to be protected, principally through registration and enforced. Both cost money but are essential elements in enhancing and guaranteeing the value of the brand.

As their value grows and brands are increasingly seen as prized business assets, so expert guidance becomes even more important. Creating and implementing clearance, protection and enforcement strategies are key skills of a Chartered Trade Mark Attorney.

For many companies where branding is at the fore, the role of their Chartered Trade Mark Attorney, whether in house, external, or a combination of both, has never been more important.

Chartered Trade Mark Attorneys are experts in design and trade mark law and practice. They are extremely well placed to provide both strategic advice and legal expertise in this continually evolving arena.

Chartered Trade Mark Attorneys are governed the Chartered Institute of Trade Mark Attorneys (CITMA) and regulated by The Intellectual Property Regulator, IPReg.

**Mark Foreman is an Executive at Rouse & Co International LLP and a member of the Chartered Institute of Trade Mark Attorneys.**



Corporate Vision really liked Mark's thought leadership piece, and actually placed it in prime position on their website to ensure it was widely read.

# CV

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# Hall of Fame

*The collation of a trade mark/ intellectual property 'hall of fame' piece celebrating the rich history and impact of the profession was designed to magnify the importance of the profession and demonstrate the potential costs to business of taking on the wrong professional advice.*

**Publication date:** 31/12/16

**Source:** [Here](#)

**Audience:** Business Insider is the largest business news site on the web with deep financial, media, tech, and other industry verticals.

**Reach:** 13,120,000 unique monthly users

BUSINESS  
INSIDER  
UK

## 11 of the most unusual company and celebrity trademark applications and disputes

Celebrities and companies will trademark anything, but some are particularly unusual.

Business Insider mapped out some of the strangest and most famous examples with the help of The Chartered Institute of Trade Mark Attorneys (CITMA), which released a trademark "Hall of Fame."

It includes Taylor Swift's song lyrics, Cadbury's specific shade of purple, and darts that smell of beer.



Olympic runner Mo Farah registered his "Mobot" as a trademark.

Gerty Images

Taylor Swift registered the lyric "This sick beat" from her single "Shake It Off" as a trademark. It's one of many lyric trademarks filed on her behalf including "Nice to meet you, where you been?" and "Party like it's 1989," supposedly to guarantee her own merchandising rights.



Chanel's creative director Karl Lagerfeld trademarked his own silhouette featuring his ponytail and highly noticeable glasses.





Lagerfeld got into a trademark dispute with trainer company New Balance, which filed a copyright infringement lawsuit against him over claims he copied the brand's trademark trainer logo with a "K" in place of New Balance's distinctive "N."



Confectionary maker Cadbury trademarked a specific shade of the color purple called "Pantone 2685C" in 1995 for packaging its chocolate bars, but in 2013 the UK Court of Appeal rejected an application to revise the trademark after competitor Nestle raised objections.





Olympic long-distance runner Mo Farah registered his distinctive "Mobot" symbol in 2012.



And he's not the only Olympian to do so. Sprinter Usain Bolt registered his signature lightning bolt celebration pose, one of the most iconic images of the London 2012 Games.





Unicorn, a producer of darts, attempted to trademark "the smell of strong bitter beer" on their new range of darts in 1994. This proved a headache for intellectual property registration officials because most darts begin to smell like beer! The application was successful and remains one of only two product smells to be a UK registered trade mark.



US beer producer AB InBev and Czech beer producer Budejovicky Budvar have been disputing the right to use the name "Budweiser" on their products. The dispute has been taken to courts in multiple jurisdictions, with neither party winning the exclusive right to the trademark.



Author of "Tarzan of the Apes" Edgar Rice Burroughs registered a trademark for the Tarzan yell. "The mark is a yell consisting of a series of approximately ten sounds, alternating between the chest and falsetto registers of the voice."



Dutch electronics company Philips registered its triple-bladed electronic razor design as a trademark but lost it in 2002 when the European High Court ruled that features of a product designed to provide a purely technical result cannot be registered as a trademark. The ruling followed a nine-year battle which began in 1993 when rival Remington consulted solicitors about launching a triple-headed shaver in the UK.





When Jif Lemon's competitor Borden started to sell its lemon juice in a similar lemon-shaped, plastic container, Jif Lemon's then-owner Reckitt and Colman Products sued it for "passing off" their product in 1990. The House of Lords upheld the judgment in favor of Jif Lemon. (The Jif Lemon bottle was never actually registered as a trademark because a mark that is a symbol of the goods or services it promotes does not qualify for registration.)





# Social Media

*The digital launch encouraged individual and legal firm members to share, through social media and internal channels, an image with text overlay (e-card) announcing their new status.*

## Key Figures

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### **General**

CITMA's digital launch started well with 238 posts and engagements with posts regarding the phrases CITMA, The Chartered Institute of Trade Mark Attorneys and Chartered Trade Mark Attorneys on Twitter on the 24<sup>th</sup> November. As a result, by the end of that day CITMA received over 30,600 potential impressions.

### **The E-cards**

GK Strategy designed two sets of e-cards for full members, other members and member firms. One utilised CITMA colours and branding, in a simple yet effective statement, whilst the other used a picture of the Royal Charter for its background. A large number of these were shared by member firms and those within the trade mark and design community on the 24<sup>th</sup> November.

Overall the number times CITMA's e-cards were shared and retweeted:

96

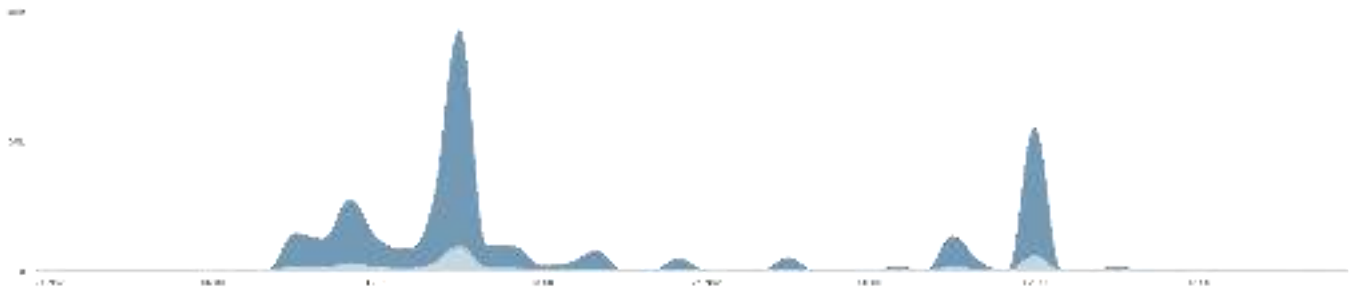
Overall the number of likes CITMA's e-card received was:

83

The e-cards were posted by 28 different accounts, and were retweeted and re-retweeted by 68 other accounts. It should be noted that posts and retweets of the e-cards by the CITMA Twitter account have been removed from this figure.

Overall the posts involving CITMA's e-card received around 3014 impressions.

On the 24<sup>th</sup> November engagement levels rose steadily until at around 11:00am, before spiking again at around 3pm in the afternoon. Direct outreach via Twitter messages with relevant parties at about this period helped to drive the sharing of content later in the afternoon. Engagement again peaked at around midday on the 25<sup>th</sup>.



### *What people were saying*

Posts by all accounts were overwhelmingly positive in sentiment. The below topic wheel and word cloud both highlight the large focus by all authors on the Royal Charter and CITMA's new title.





### Who was saying it

Over the course of the day, the top authors interacting with this account included the IPO and Managing IP:

- **The IPO** – 49,072 followers
- **Exponet USA** – 3914 followers
- **Page Hargrave** – 4538 followers
- **Managing IP** - 20,027 followers





Several publications also tweeted about the launch, and the thought leadership pieces:



**Corporate Vision** - 5645 Followers



**IPPro The Internet** – 799 Followers



**Managing IP** – 20,100 Followers

## Key Posts by CITMA

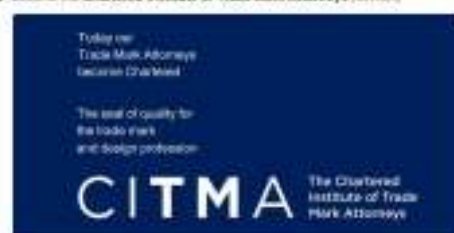




**World Trade Marks** @worldtrademarks Nov 24  
Congratulations and thank you to @CITMAuk and our Twitter supporters on the grant of the Royal Charter a great day for the UK trademark!



**Intellectual Property** @intellectualip Nov 24  
The Institute of Trade Mark Attorneys have unveiled their Royal Charter to become the Chartered Institute of Trade Mark Attorneys (CITMA)



**UK Intellectual Property** @ukip Nov 24  
UK Intellectual Property has welcomed the launch of CITMA as the Chartered Institute of Trade Mark Attorneys.



**Abigail Woolhouse** @AbigailWoolhouse Nov 24  
Congratulations to The Chartered Institute of Trade Mark Attorneys (CITMA) #proudtobeaCITMA

**Keven Bader** @KevenBader  
Following

A momentous day and a huge thank you to everyone involved along the way @CITMAuk



**CITMA** @CITMAuk Nov 24  
We are The Chartered Institute of Trade Mark Attorneys. #CITMAuk

Today, we are proud to launch  
The Chartered Institute of Trade  
Mark Attorneys

The seal of quality  
for the trade mark  
and design profession

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



**Page Hargrave** @PageHargrave Nov 24  
The Institute of Trade Mark Attorneys (CITMA) has become the Chartered Institute of Trade Mark Attorneys (CITMA).

**RTWEETS** 8  
**LIKES** 12  
8:51 AM - 24 Nov 2015



**Intellectual Property** @intellectualip Nov 24  
Today we are proud to launch The Chartered Institute of Trade Mark Attorneys (CITMA) as the Chartered Institute of Trade Mark Attorneys (CITMA).



**Cleveland IP** @Cleveland\_IP Nov 24  
Today is the launch of the Chartered Institute of Trade Mark Attorneys (CITMA).

