



The first year of the EU Trade Mark Reform – a bridge between the past and the future

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Abstract

Title: Legislative Reform: The Final Dash

On 23 March 2016 the first phase of the reform of the EU trademark system was completed with the enactment of the amended EUTM Regulation and the new TM Directive. The revision process will be concluded with the second wave of legislative changes, in the form of a new Implementing Regulation and a new Delegated Regulation that will enter into force on 1 October 2017. The presentation will consist of (i) an assessment of the impact of the first wave of changes on the practice and the functioning of the Office after a bit more than a year from their introduction, and (ii) an overview of the most important changes entering into force on 1 October 2017, namely the new representation requirements for the types of trademarks that were created as a result of the abolishment of the 'graphical representation requirement' from the EUTMR, the rules on certification marks, as well as a number of important procedural changes in examination, opposition, cancellation and appeal proceedings, mainly relating to substantiation, translation, presentation of the evidence, means of communication etc.