



ECTA

European Communities Trade Mark Association

President`s Report

by F. Peter Müller
June 2015
Hamburg

ECTA - Strategic Plan 2020 (SP 2020) (short list for 2014 - 2016)

- 1 Develop Membership Benefits (DMB)
- 2 Broaden ECTA`s Expertise (BEE)
- 3 Reinforce External Partnership (REP)
- 4 Strengthen the Internal Organization (SIO)
- 5 Broaden Financial Basis (BFB)

ECTA - Strategic Plan 2020 (SP 2020) (short list for 2014 - 2016)

1 Develop Membership Benefits (DMB)

- Organize high level conferences, workshops and debates
- Reinstall ECTA Bulletin
- Develop an interactive and modernized website
- Create Webinars

ECTA - Strategic Plan 2020 (SP 2020) (short list for 2014 - 2016)

2 Broaden ECTA`s Expertise (BEE)

- **Copyright issues**
- **Unfair Competition**
- **Different Speakers at workshops/conferences (academia, anti-IP, industry)**

ECTA - Strategic Plan 2020 (SP 2020) (short list for 2014 - 2016)

3 Reinforce External Partnership (REP)

- **Maintain good relationship with OHIM and the EU Commission**
- **Reinforce good relationship with WIPO**
- **Maintain and enhance good relationship with EU Council, EU Parliament and enhance relationship with national legislators (Council Involvement) as well as national trade mark office**

ECTA - Strategic Plan 2020 (SP 2020) (short list for 2014 - 2016)

4 Strengthen the Internal Organization (SIO) (tbc)

- Improve Communication to members and Transparency of ECTA`s internal work and decision making
- Larger office space
- Engage new employee
- New Software and Hardware to facilitate tasking
- Creation of Council Subcommittees/work groups tasked with examing issues
- Strengthen legitimacy and transparency of MC

ECTA - Strategic Plan 2020 (SP 2020) (short list for 2014 - 2016)

4 Strengthen the Internal Organization (SIO) (tbc)

- Adoption and ratification by Council of the rules defining selection, nomination and election of ECTA's executive officers
- **Advanced dissemination to Council of agenda/issues to be discussed at MC meetings**
- **Institution at Council Meetings of a specific question time where Council members may address MC members**

ECTA - Strategic Plan 2020 (SP 2020) (short list for 2014 - 2016)

4 Strengthen the Internal Organization (SIO)

- **Increase participation and develop output of Committees
Engage Vice Chairs and Secretaries
Use of Task Managers**
- **Annual Meeting: Increase quality /involvement on sessions**
- **Prepare fixed guidelines for session Chairs to follow in organizing their panels**

ECTA - Strategic Plan 2020 (SP 2020) (short list for 2014 - 2016)

5 Broaden Financial Basis (BFB)

- Sponsorship Opportunities

ECTA - Challenges

- **Rapid Reaction Forces**
- **Resourcing Knowledge of Members**
- **Look beyond our IP-horizon**
- **Allocate our resources effectively and efficiently**
- **Remain independent**
- **Pro-bono / Work Balance of Members**

ECTA - Highlights

- **Office Crew in Brussels:**
 - Bárbara Diaz-Alaminos**
 - Cathy van Vuuren**
 - Daniela Derksen**
 - Petra Haenitsch**
- **New Office (space, interior, „air-to-breath“)**
- **New Ways of Communication: Facebook, Twitter, LinkedIn, Newsletter, Special Flash, Blog, e-Bulletin**
- **New Website**
- **New Conference APP**

GOAL

The Association to maintain the status of a recognised expert spokesman on all questions related to the protection and use of trade marks, designs and domain names and related rights, such as copyrights or unfair competition, in and throughout the European Union.....

GOAL

.....and of course, to remain THE BIG



ECTA FAMILY