

## **JPO Joined 7th Five Trademark Offices (TM5) Annual Meeting**

November 5, 2018

On November 1 and 2, the 7th Five Trademark Offices (TM5) Annual Meeting (consisting of trademark offices from Japan, China, Europe, Korea and the United States) was held in Seoul, Korea.

At the meeting, updates of 14 cooperative projects were reported, followed by active discussions on how these projects should be carried on in the future. The JPO leads some projects including the "Bad Faith Trademark Project\*1," the "Image Search Project\*2," the "User Association Involvement Project\*3," and the "Quality Management Project\*4."

A new project, which is related to awareness campaign for combat against trademark infringement, was adopted.

At the User Session, the TM5 Offices had very lively discussions on various topics, such as "AI operations in Image Search" and "The 4th Industrial Revolution," with the representatives of users from the industry groups and the trademark attorney associations etc.

The TM5 Offices agreed that the JPO will host the 8th TM5 Annual Meeting next year.

\*1 The "Bad Faith Trademark Project" aims to exchange information on the laws, regulations and operational practices at each TM5 Office regarding bad faith trademark filings, as well as to provide users with such information.

\*2 The "Image Search Project" aims to define issues and possible solutions for the development and implementation of a figurative search system. Also, it aims at creating and sharing outcomes of the project among the Offices, so that each Office can and will be able to make effective use of them as a reference now and in the future when individually introducing an image search system.

\*3 The "User Association Involvement Project" aims to establish coherent and consistent involvement with user associations in the TM5 projects, and to hold workshops to communicate with general users.

\*4 The "Quality Management Project" aims to collect and share information concerning initiatives and practices implemented in order to improve the trademark examination systems and the quality of examination at the TM5 Offices.



Mr. Noguchi, Director-General of the Trademark and Customer Relations Department of the JPO (the first one on the left), with the representatives from the other TM5 Offices