

TM5

Joint Communication Action

Lead Offices: EUIPO/KIPO

Revision History

Version	Date	Lead Offices
0.2	20/04/2020	EUIPO /KIPO
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1. Background

The TM5 was born as a forum through which five intellectual property offices would exchange information on trade mark-related matters, and undertake cooperative activities for their mutual benefit. In this vein, the mission and goals of the TM5, by its very nature, are closely linked to the notion of communication and joint cooperation efforts for the promotion of its activities and projects.

While various successful communication actions have been put in place in the past within TM5, the EUIPO and KIPO propose to explore opportunities for an increased collaboration in the field of communication and to jointly undertake actions aimed at creating further awareness and recognition of TM5. Simple, well-coordinated communication actions can bring the TM5 partners even closer together and contribute to further position themselves as one of the most influential IP groupings in the world.

2. Project Definition

2.1. Project objectives

The main objective of this project is **to share information on communication practices and strategies among the TM5 partners and to identify potential opportunities to communicate about TM5.**

Another central objective of the project **is to implement specific actions oriented to foster awareness on the aims, activities, upcoming news and events of TM5** as well as to disseminate the project outcomes and results to a large audience. The objective is not to implement numerous communication actions, but to identify opportunities and to develop actions that are beneficial for the TM5 partners in the most cost effective way.

The project would be building on the TM5 Website project which had the following objectives:

- Share resources regarding TM5 respective offices, such as trademark laws, examination guidelines and legal developments
- Share details and progress about TM5 collaboration projects
- Update website with information focusing on the purpose and function of the TM5
- Disseminate information online to users and the general public

2.2. Project scope and exclusions

The project's scope is the creation of shared, mutually agreed communication actions, to exchange information and practices in the area of communication among the Partner offices. Communication proposals within the scope of this project follow.

In scope:

1. The identification of communication correspondents in each Partner office (who may be the regular focal points).
2. The publication of news items each year on the TM5 website (<http://tmfive.org>).
3. Promotion of the TM5 meetings and other relevant TM5 outcomes.
4. Promotion of reports on common statistical indicators once a year.
5. The Host Office sharing existing photo and/or video materials of the TM5 meetings, if available.
6. If necessary, consider the discussion on the use of further communication channels, such as a newsletter, once the website has been consolidated as the main communication channel.

Out of scope:

- This project does not envisage the creation of social media accounts for TM5.

2.3. Outline products/deliverables and/or desired outcomes

The project is envisaged to develop over two phases:

Phase 1:

I. During the first phase, the lead offices exchange views in order to:

- share communication objectives and practices
- identify practical opportunities of collaboration
- implement joint communication actions.

This exchange may take place at the Mid-Term Meeting or an Expert Meeting. If considered more efficient the discussions may be combined with reports on the TM5 website.

II. During this phase, it is proposed to continue the **publication of news items and key events** on the [TM5 website](#), including the Annual and Mid Term Meetings, the outcomes of specific projects (e.g. the Quality Catalogue) and also experts meetings and workshops. The publication would be coordinated by KIPO.

News items, in addition to the news items on Mid Term and Annual Meetings, could be proposed and published on the TM5 website in order to reflect the activity of the TM5 forum and keep the website alive. The publication of more than two news items is encouraged. In the spirit of collaboration, the TM5 partners are also encouraged to further promote the TM5 news through their respective communication channels e.g., own websites, newsletters, social media accounts.

Phase 2:

Subject to further approval by the TM5 partners, a phase 2 of this project may be envisaged, aiming to implement specific communication actions. This phase is also subject to be fine-tuned considering the outcomes and identification of opportunities during phase 1.

All communication actions would in principle use the TM5 website as the initial communication channel. Other platforms for communication could include the Partner Offices' own websites, newsletters, social media accounts.

Some examples of common communication actions that could be proposed are:

- the preparation and dissemination of a news item on a specific project outcome;
- the preparation and publication of a news item on cooperation;
- the preparation and publication of a news item or social media posts (depending on channels available for the Partner office) coinciding with the TM5 Annual Meetings and other TM5 relevant issues.

In the same vein, it is proposed to continue the **publication of the TM5 reports on common statistical indicators and raise awareness among the general public**. Statistical information from the TM5 partners can be both useful and interesting for a wide audience and can be the subject of a news item.

Host offices could share each year, when possible and according to their own capacity, any **photo and/or video materials available** during the organisation of the TM5 meetings. These materials may be particularly useful when communicating about the TM5 meetings. The proposal to share this type of visual resources is voluntary and it is aimed to provide members of the Network with visual material when available and to use the same visual material by all Network members.

The **use of further communication channels** may be explored and discussed among the Partners. For example, a TM5 newsletter or communication update containing a summary of the latest TM5 news and events may be considered. This update could be sent via email by using the existing option to subscribe to a newsletter available on the TM5 website.

3. Outline Project Plan

Date	Deliverable/milestone
TM5 Annual Meeting October 2020	- Approval of the project
January 2021	<ul style="list-style-type: none"> • EUIPO will circulate a questionnaire aiming at: sharing communication objectives and practices • identifying practical opportunities of communication
January - April 2021	<ul style="list-style-type: none"> - Exchange of communication objectives and practices among TM5 contacts and identification of practical opportunities of collaboration and synergies among the partners - Identification of possible news items and key events to be published throughout the year
May 2021	- Identification of topics for discussion during the Mid Term meeting.
TM5 Mid Term Meeting June 2021 INTA / TM5 technical / working level meeting	<ul style="list-style-type: none"> - Presentation of potential joint communication actions and main outcomes of the exchange of views - Agree on a format for exchanging views and discussion on proposed communication actions - Conclusions on exchange of views on the project and next steps
July 2021	- Document with conclusions of working level meeting and results of the exchange of views on the project and potential joint communication actions
September 2021	<ul style="list-style-type: none"> - Preparation of report on results of phase 1 - Preparation of outline for phase 2 and common communication action - Publication of report on common statistical indicators
TM5 Annual Meeting November - December 2021	<ul style="list-style-type: none"> - Present results and conclusion of phase 1 and proposed way forward - Decision regarding phase 2 of the project and outline of common communication action - Share available photo and video resources (if any) of annual meeting - Discussion on use of other communication channels

4. Roles and Responsibilities

Lead Office(s):

1. Prepares and chairs the exchange of views on communication objectives and joint communication opportunities and actions;
2. Defines with the partners relevant communication actions and collaborates in approved joint communication actions;
3. Prepares and presents results of exchange of views and joint communication opportunities and actions with TM5 partners;
4. Organises the practical aspects and presents the deliverables of the project during the TM5 Mid Term and Annual Meetings.

Contact Persons:

Participating Offices:

1. Share information on communication practices
2. Provide information and input for the definition of relevant communication actions and collaborate in approved joint communication actions;
3. Actively participate in the meetings organised with a view to achieving the project's results and deliverables.

Contact Persons:

CNIPA:

JPO:

KIPO:

USPTO:

5. Acceptance Criteria for the deliverables

The lead office will integrate and address comments received during the phase 1 and 2 of the project. The partners approve deliverables discussed during mid-term meetings and approved during annual meetings prior to their publication and dissemination. Each partner office will cooperate in the agreed tasks. All joint communication proposals will be agreed upon and validated by the partners.

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