INTA’s TMAP Meeting at OHIM

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Statistical Highlights

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INTA TMAP meeting at OHIM

By J Scott Evans, President of INTA

At the International Trademark Association (INTA), we recognize the value and importance of trademark administrators (TMAs), also known as paralegals, in the field of trademark law. We have a dedicated Trademark Administrators Committee that is focused on developing, implementing and maintaining various educational programs and resources for TMAs, as well as initiatives to enhance professional development opportunities for TMAs and elevate the prominence of TMAs within INTA and the practice area.

One of our tailored offerings is the highly popular Trademark Administrators and Practitioners (TMAP) Meeting. The TMAP Meeting offers trademark administrators, young practitioners, and legal professionals with exceptional educational programming and one-of-a-kind networking opportunities.

For the first time ever, INTA is proud to host the TMAP Meeting outside the United States in Alicante, at the premises of the Office of Harmonization in the Internal Market (OHIM). The special location of the 2015 TMAP Meeting will provide registrants with the opportunity to meet with OHIM’s examiners, update and refresh their knowledge on trademark law practice, and gain essential knowledge about the ever-evolving virtual world of social media and domain names. The TMAP Meeting takes place from October 13-15, 2015.

The educational sessions during the meeting will be led by distinguished panels of OHIM officers, judges, and practitioners from around the world. In addition, through concurrent sessions, registrants will be able to pick sessions that best suit their needs and experience. All sessions are aimed to be practical, interactive and offer a “safe place” to ask questions and listen to peers’ best practices.

For more information about INTA’s 2015 TMAP Meeting, please visit http://www.inta.org/2015TMAP.

Trademark administrators are valued by trademark attorneys both in private practice and corporations. They have become invaluable “partners” in the practice. The trademark practice involves so many responsibilities that do not require a law degree, such as research, investigation, preparing and supervising international filings, and constant policing and monitoring, that it is easy to see why the utilization of trademark administrators is absolutely essential to the efficiency and economic effectiveness of any trademark law operation.

As trademark law practice has expanded, so too has the role of the trademark administrator. Take
the instance of international trademarks, where it is feasible that a company or law firm could be dealing with as many as 150 countries and an equal number of different trademark laws. Since no single lawyer is authorized to practice in so many jurisdictions, and it becomes necessary to seek foreign counsel, the role of the trademark administrator often is to supervise and coordinate the assistance of that foreign counsel.

The trademark administrator is an invaluable asset to a trademark team and the position provides a great opportunity for hands-on experience. The trademark practice is diverse and particularly interesting because one is often involved with developing and protecting recognizable brand names and logos, representing organizations around the world, and a trademark administrator’s experience can result in an exciting and challenging career.