



TM10 Project

Refresh of trade marks processes and IT from 2010

Suppliers Day

One Whitehall Place, Westminster, London

Wednesday 10th December 2008



Agenda

10:30	Registration & Coffee	
11:00	Introduction / house keeping	
11:05	Business Overview	Andy Layton (SRO of TM10 Project, Director of Trade Marks)
11:20	Procurement Approach	Louise Smyth (Director of IT and Corporate Services)
11:30	The Examination and Opposition Process	John Hamilton-Jones (Head of Trade Marks Operations)
11:40	Trade Marks IT Systems	Simon Taylor (Head of IT Applications)
11:50	Coffee	
12:00	Questions and Answers	
13:00	Close	



Business Overview

Andy Layton

SRO of TM10 Project

Director of Trade Marks



What is IPO?



Context for project

- Well regarded registry, achieving targets
- But some time since services reviewed
- Customers wanting more from us
- Expensive and complex legacy systems



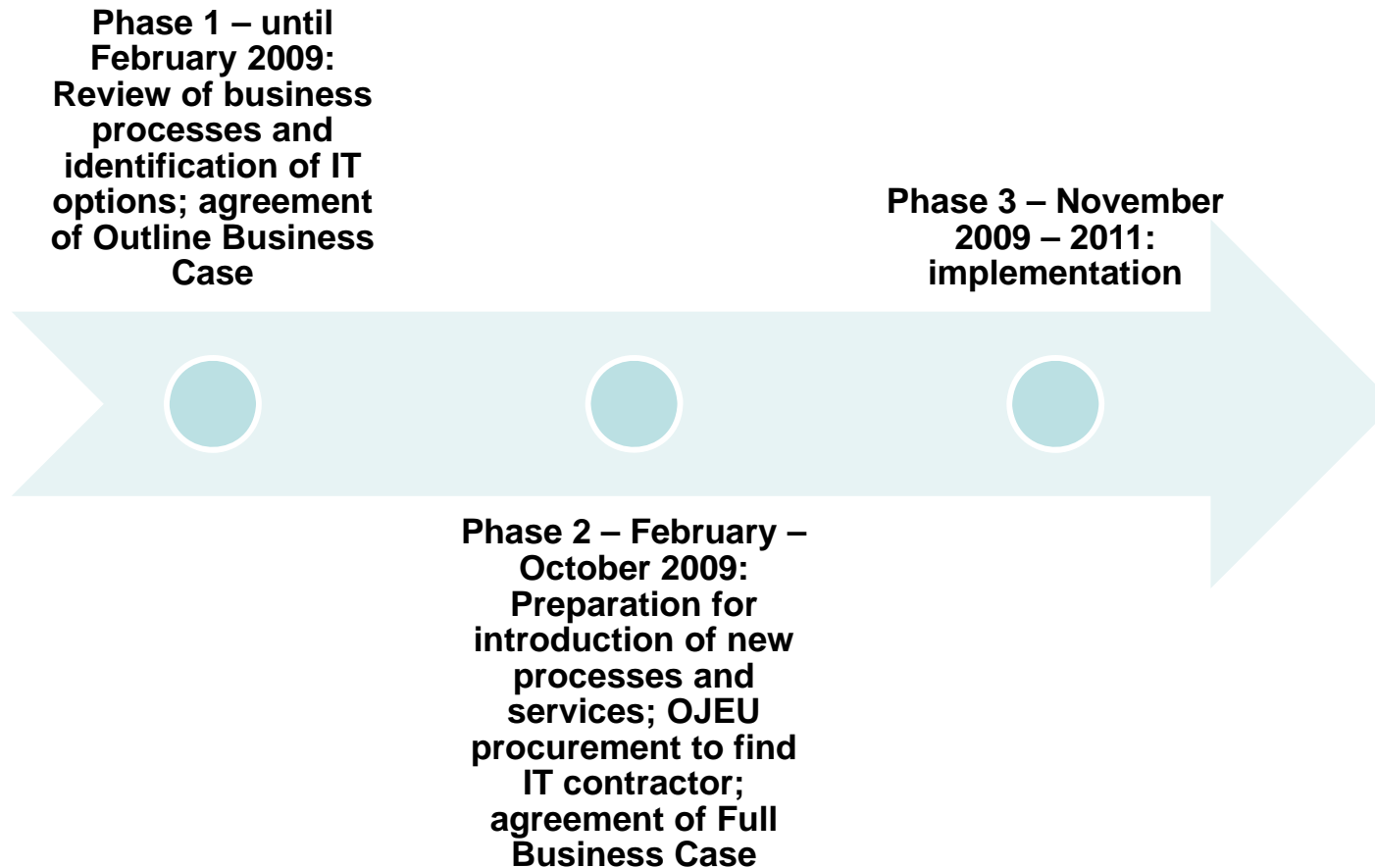
Progress made

- Analysis of the efficiencies and benefits that could come from electronic case work flow.
- Identification of business process changes we could make with it, and critical review of the value of all activities.
- Consulting on new services and fee arrangements.
- Critical review of our QM systems and use of management information



IPO commitment to TM10

- Project is part of our response to economic circumstances, Board recognizes need to offer more choice to business.
- Board acknowledge that current IT is obsolete and inhibits growth.
- Board prepared to make investment decision if business case stacks up. We have money for investment





Procurement Approach

Louise Smyth

Project Board Member, Director of IT and
Corporate Services



Why the PIN now?

- We have narrowed down to 2 options for IT refresh
- For Board decision on OBC, need to demonstrate “ball park” affordability of options
- Need indicative and high level cost estimates from you



Looking ahead: the competition

- Looking for partnership
- Want companies that share our values to bid
- Want innovation to deal with challenges the business faces
- Companies able to make the most of opportunities that might arise later



The way we will work with you – public procurement is different

- Compliant
- Transparent
- Responsive

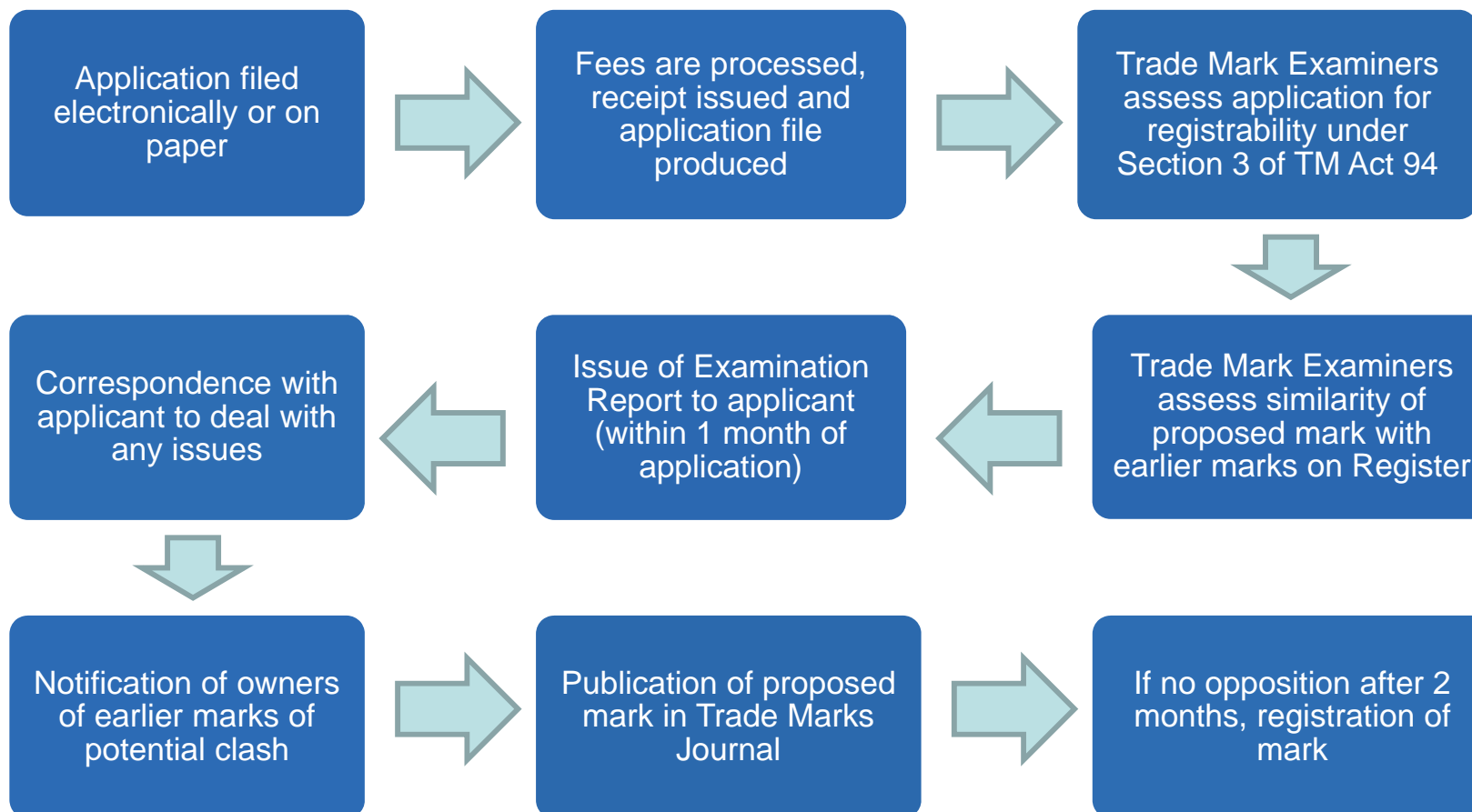


The Examination and Opposition Process

John Hamilton-Jones
Head of Trade Marks Operations

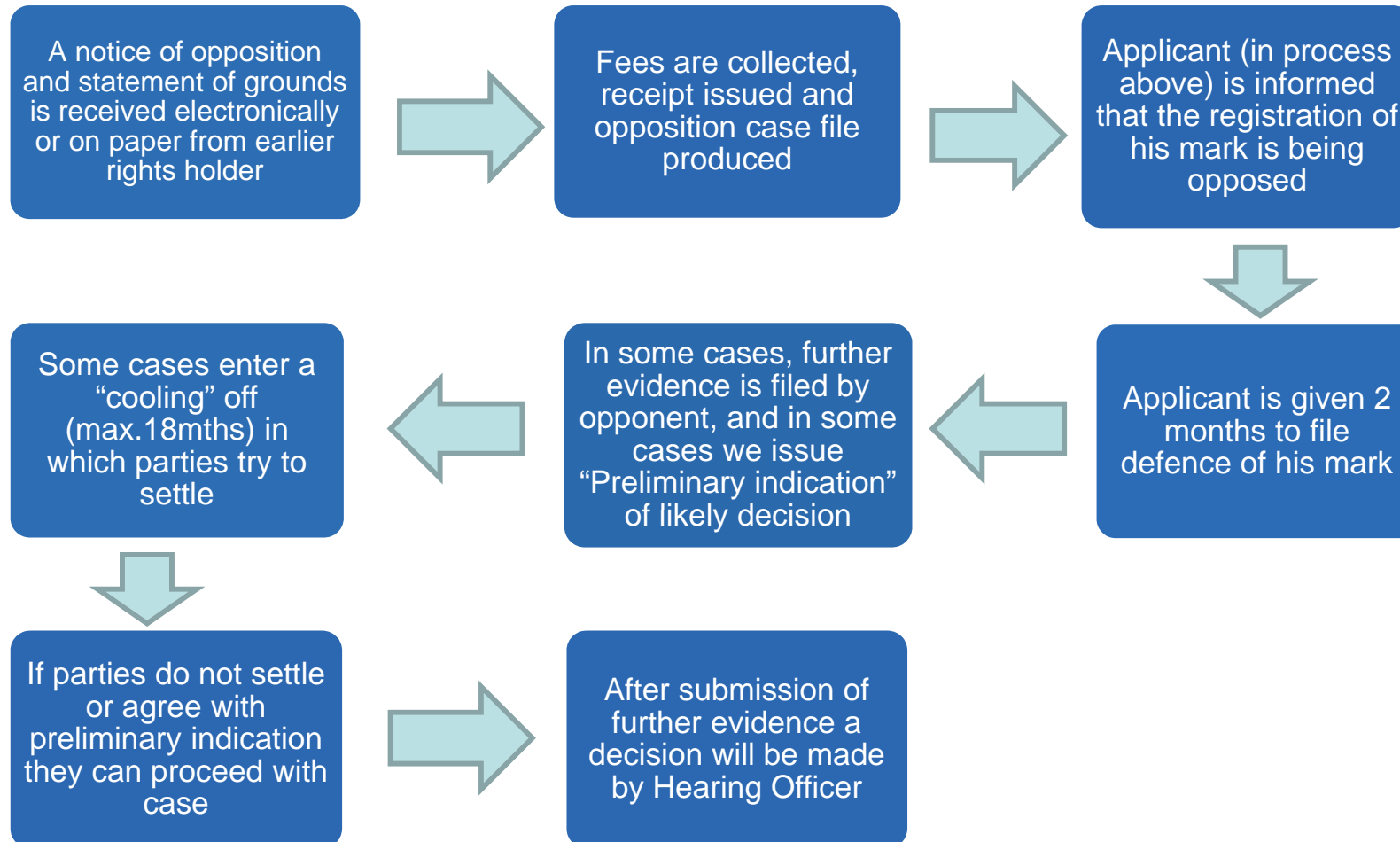


Examination Process





Opposition Process





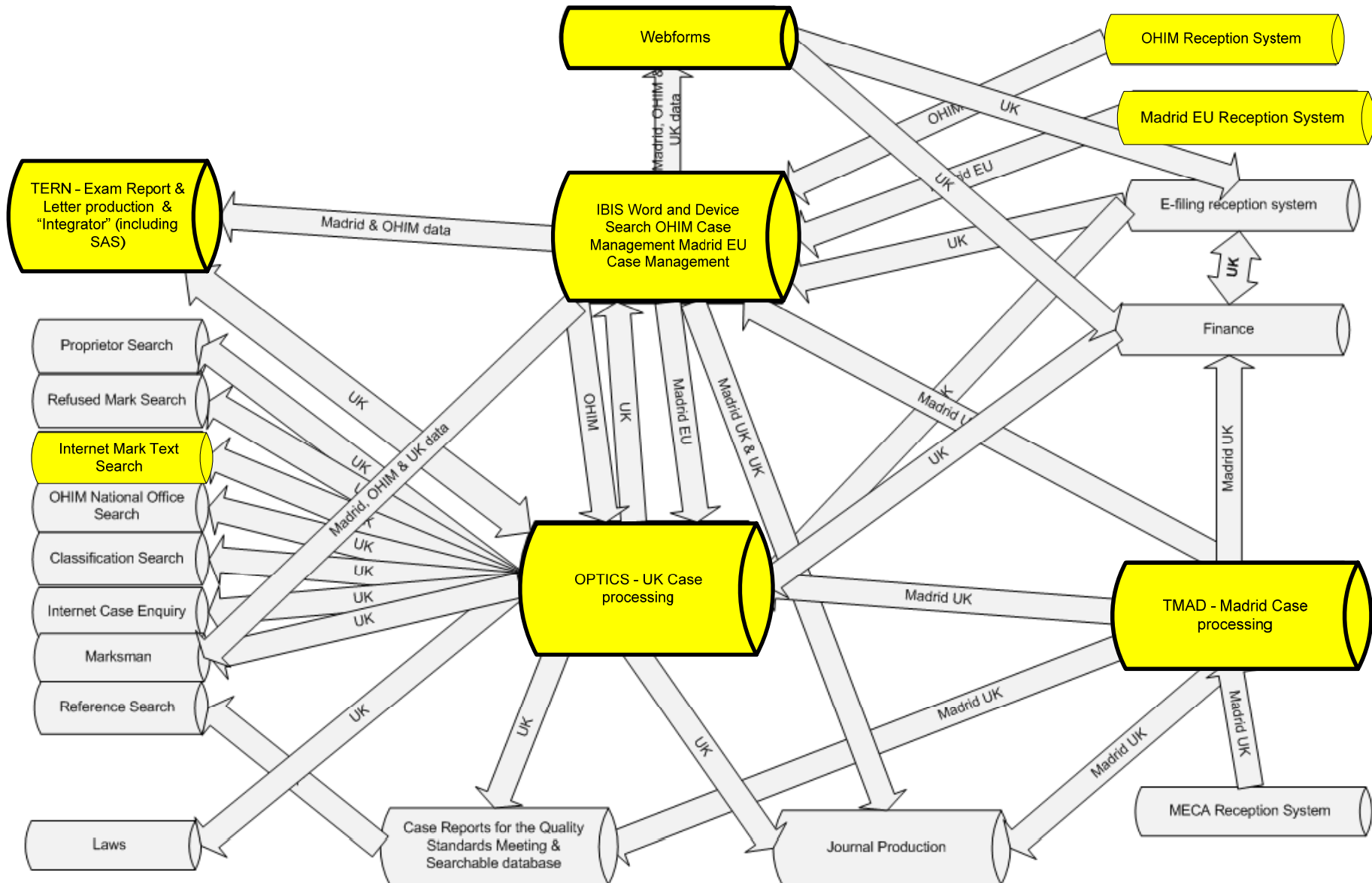
Trade Marks IT Systems

Simon Taylor

Head of IT Applications



A Brief History





Positives of our current systems

- Letter & Exam production
- On-line searchable Journal
- Web delivery channel
 - Online application forms
 - Internet enabled search

Logical Architecture

