



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- Board acknowledge that current IT is obsolete and inhibits growth.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



**Phase 1 – until
February 2009:
Review of business
processes and
identification of IT
options; agreement
of Outline Business
Case**

**Phase 3 – November
2009 – 2011:
implementation**

**Phase 2 – February –
October 2009:
Preparation for
introduction of new
processes and
services; OJEU
procurement to find
IT contractor;
agreement of Full
Business Case**



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

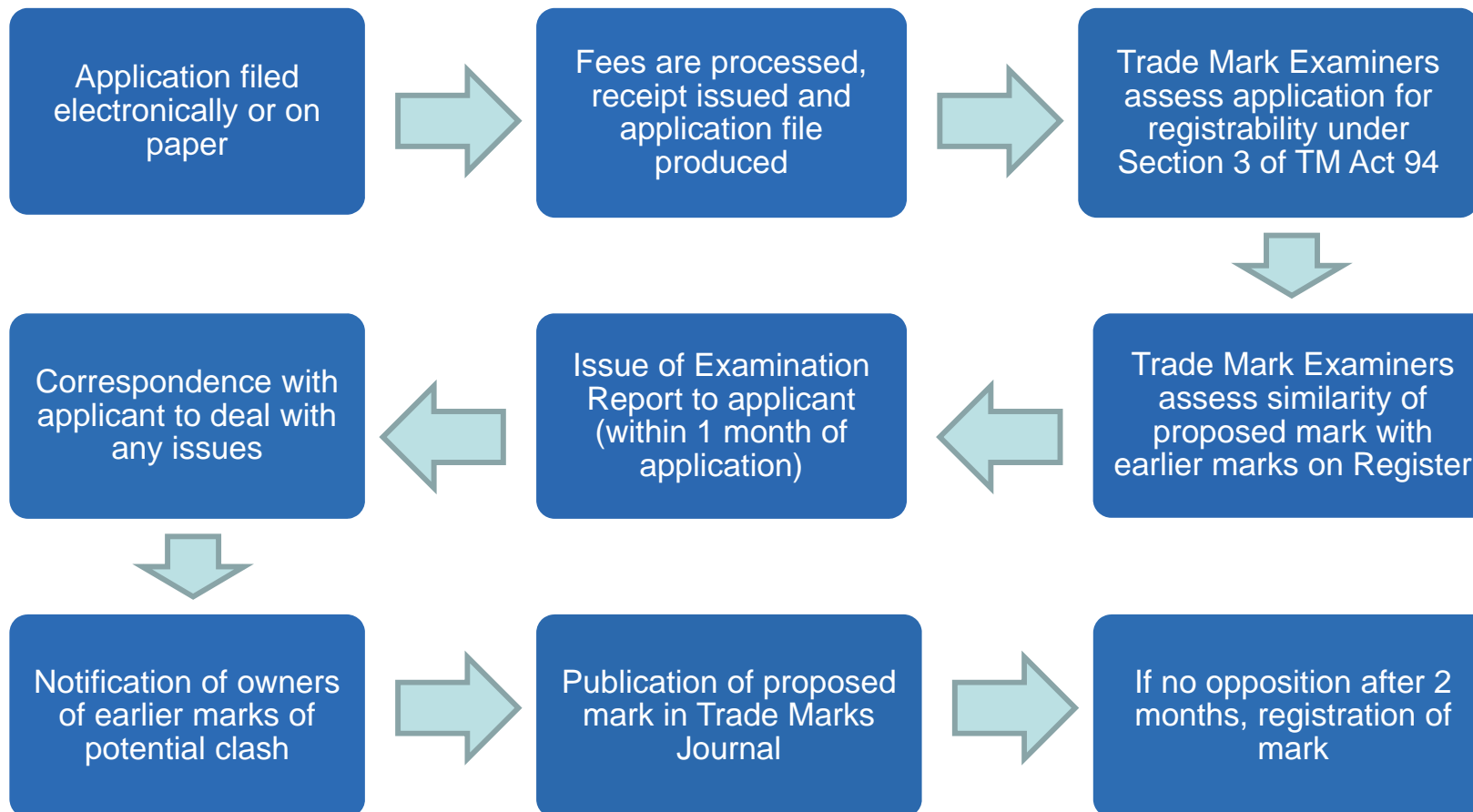


The Examination and Opposition Process

John Hamilton-Jones
Head of Trade Marks Operations

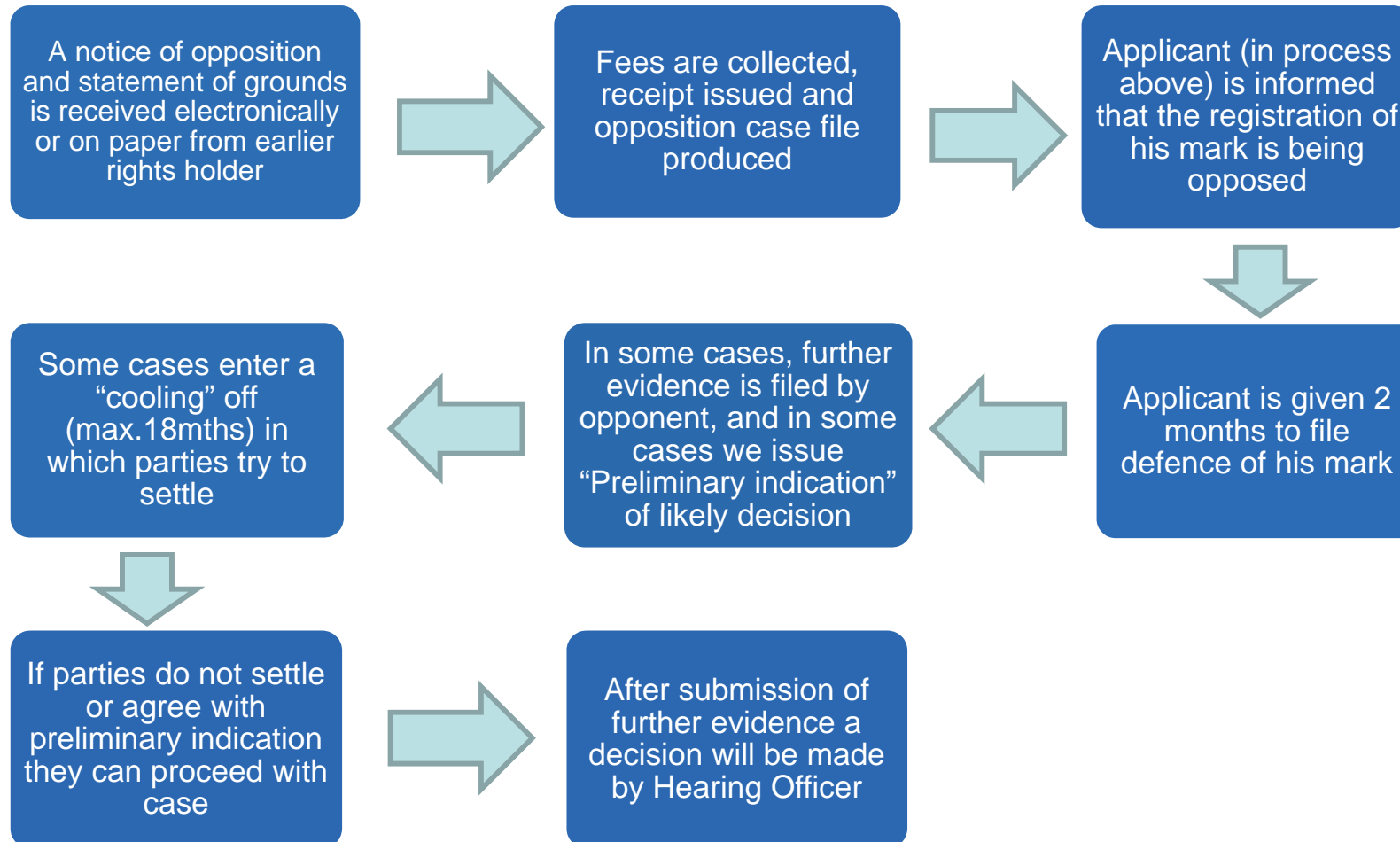


Examination Process





Opposition Process





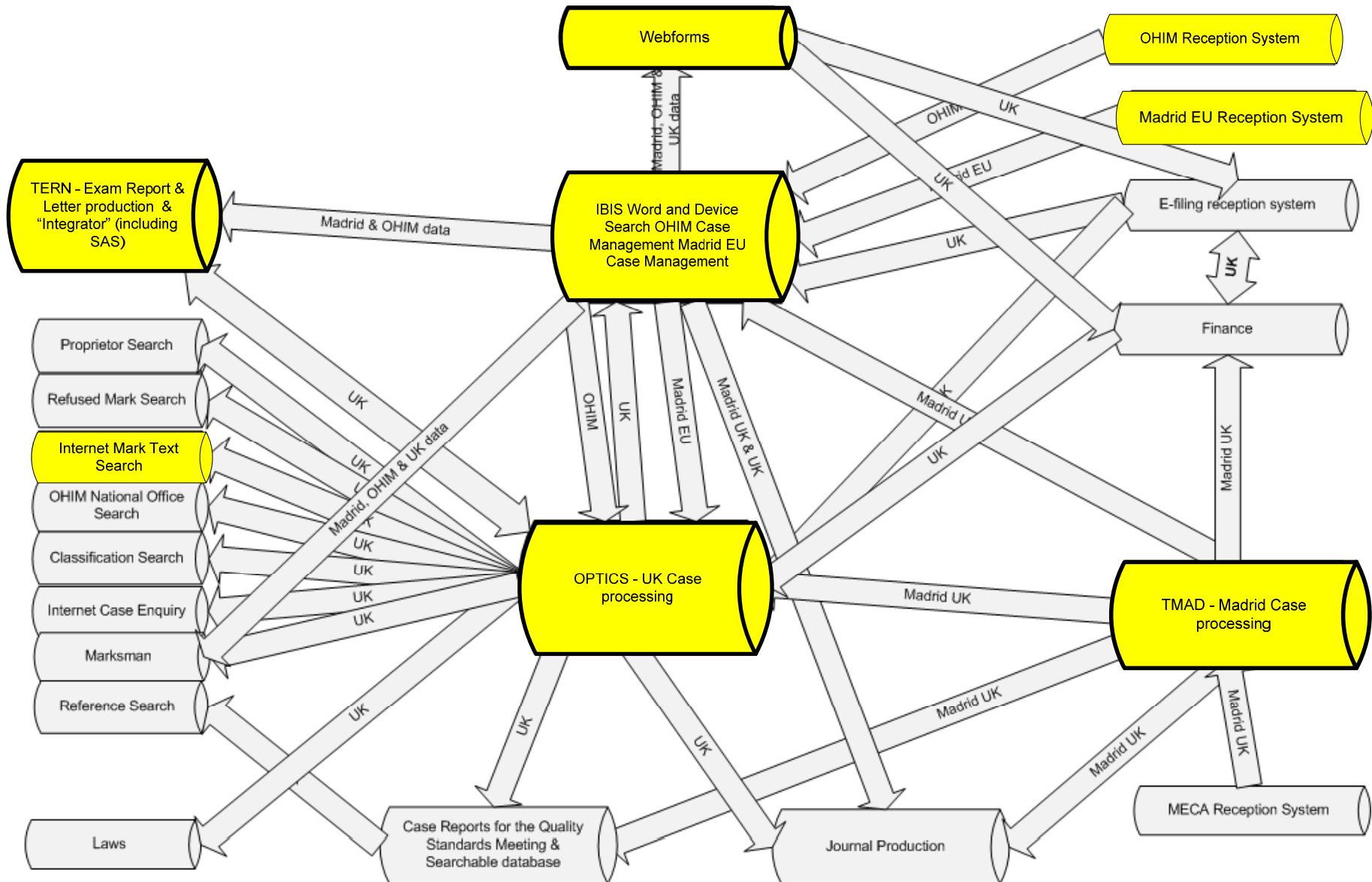
Trade Marks IT Systems

Simon Taylor

Head of IT Applications



A Brief History

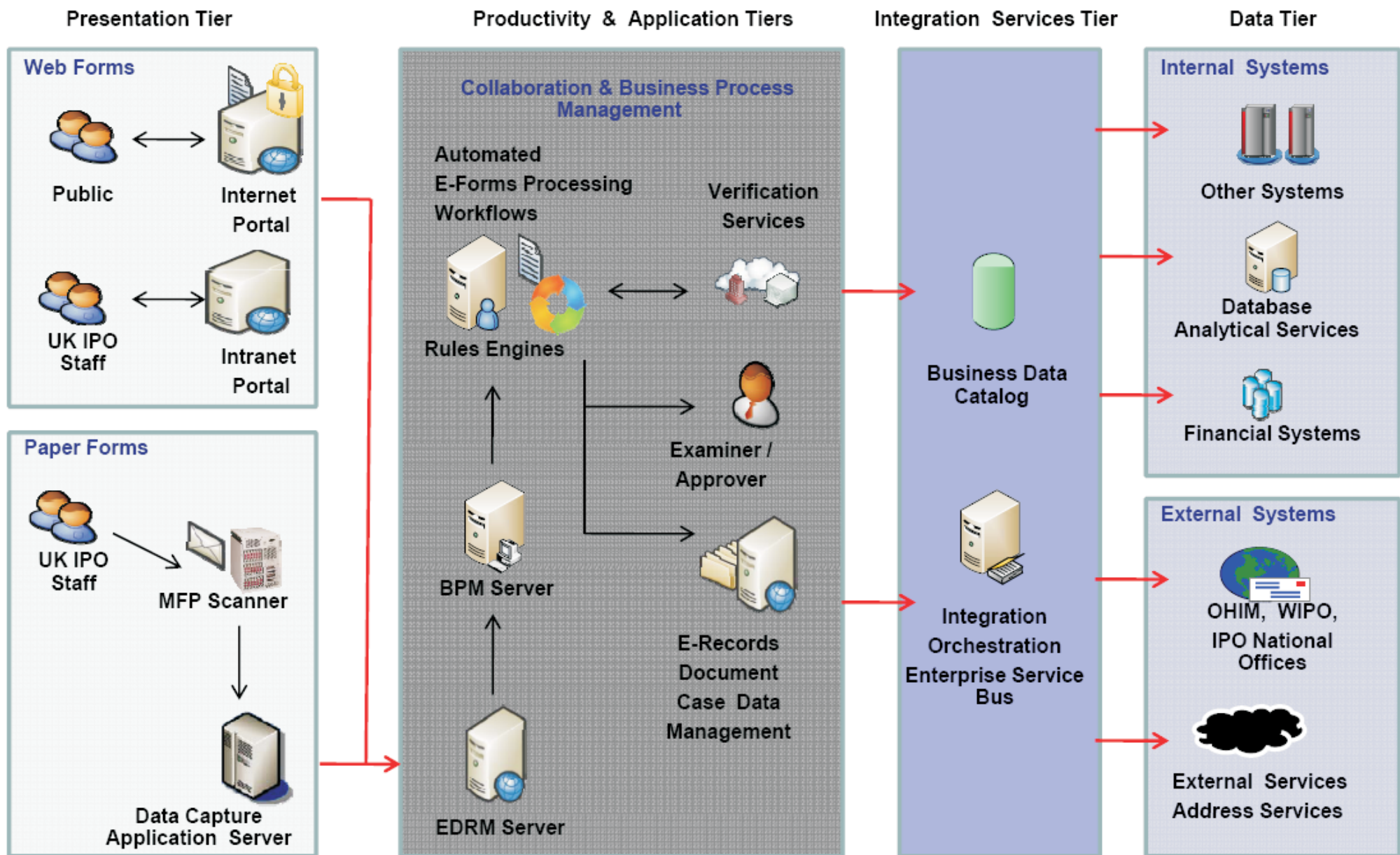




Positives of our current systems

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

Logical Architecture





Thank you for your attention