



Taxonomy

IMPROVED GOODS AND SERVICE STRUCTURE FOR THE FUTURE

MAGNUS JAENSSON

THE CONTENT

THE HARMONISED DATABASE OF GOODS AND SERVICES

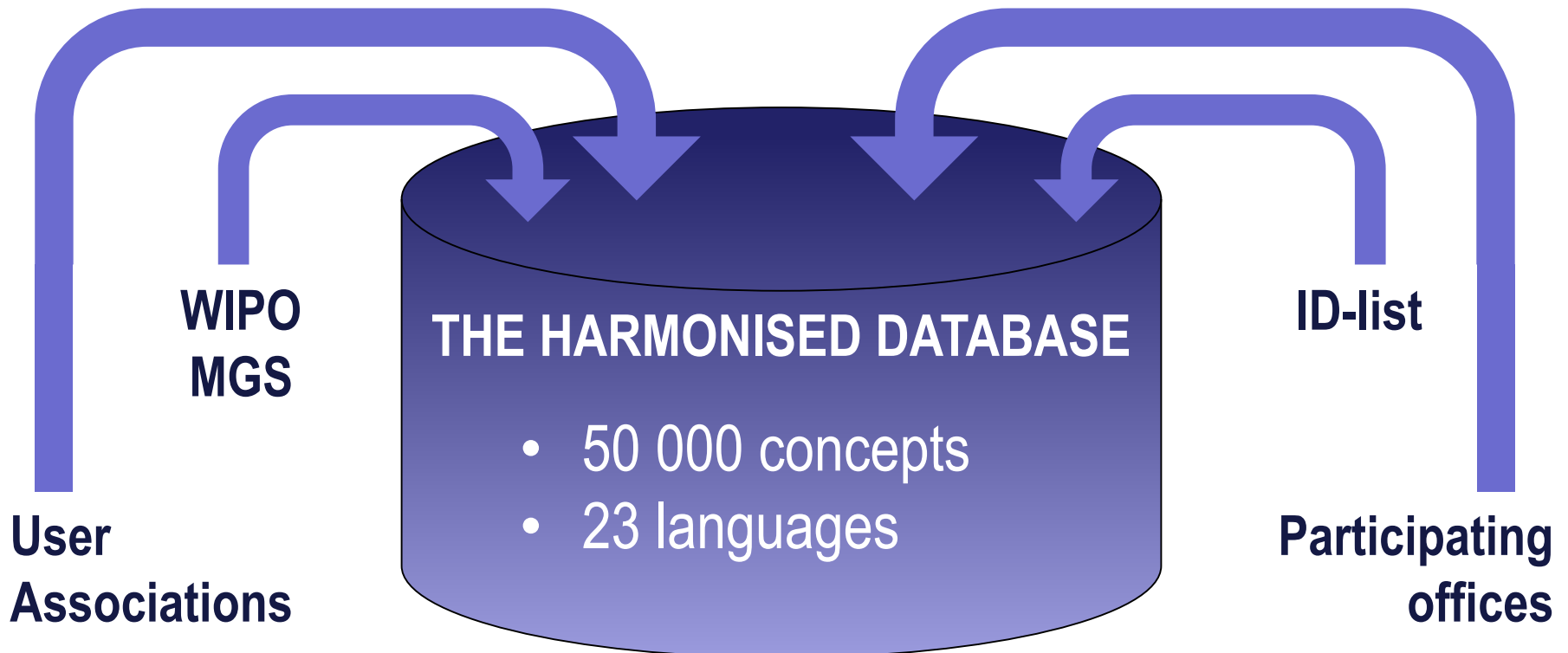
Common database of terms for all EU trade mark offices

Pre-approved by all participating offices

Translated into all languages

THE CONTENT

THE HARMONISED DATABASE OF GOODS AND SERVICES



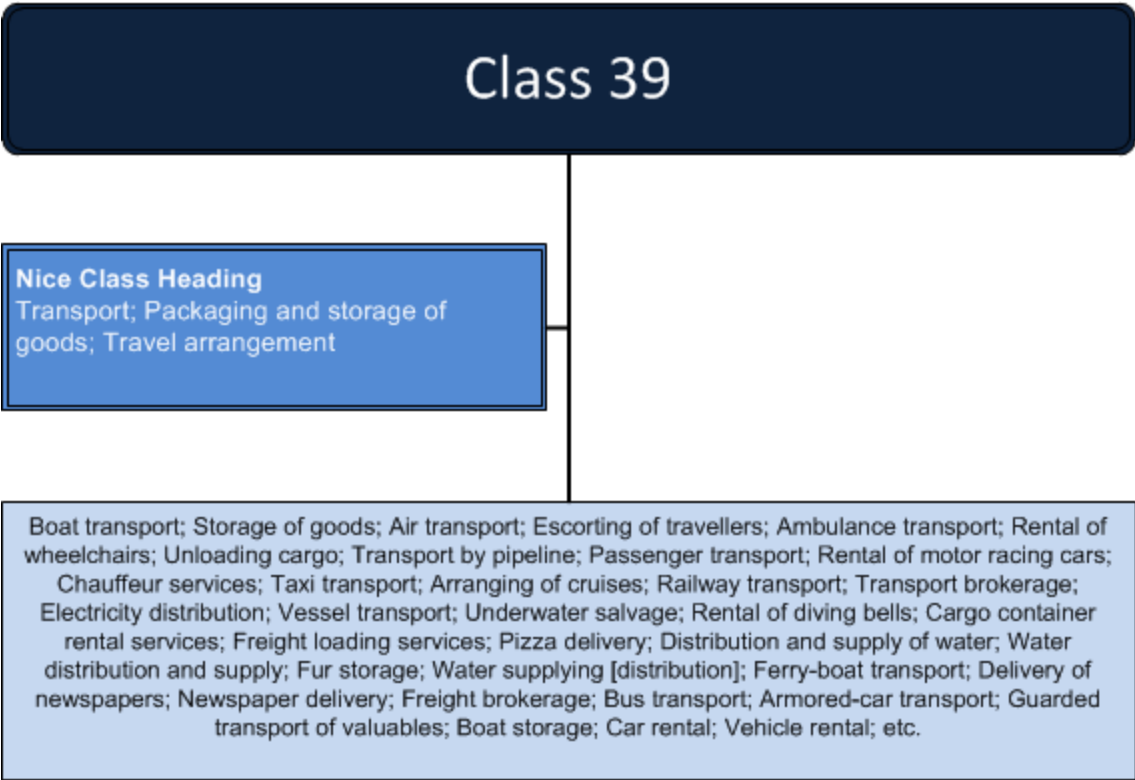
THE NICE STRUCTURE

THE TRADITIONAL NICE CLASSIFICATION

Decided by the Committee of Experts of the Nice Union

45 Classes in a flat structure

THE NICE STRUCTURE



TAXONOMY

TAXONOMY – A NEW WAY OF STRUCTURING TERMS

Extension of the current classification

No legal implications

Function to assist in creation and evaluation of lists of goods and services

TAXONOMY

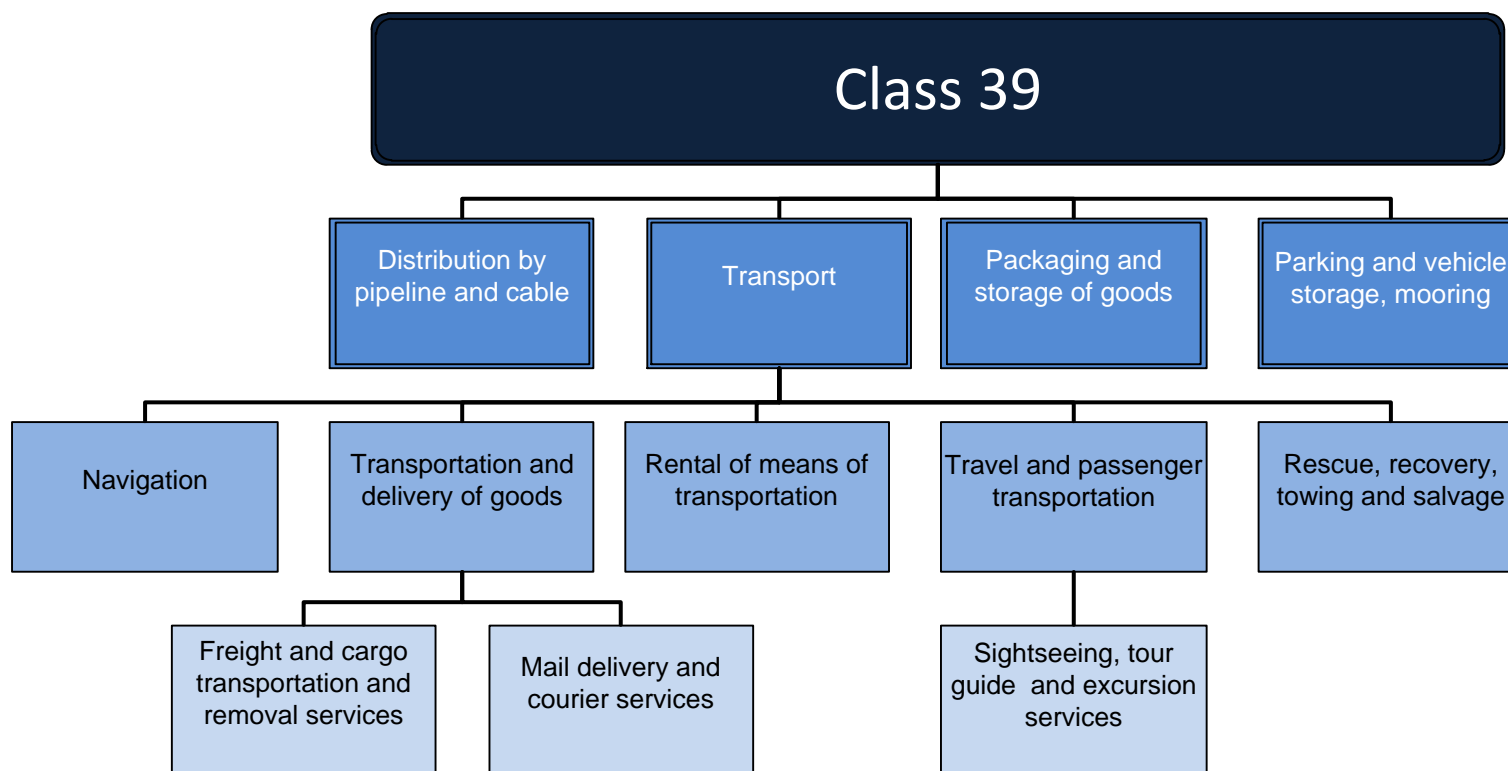
GROUPS AND STRUCTURES

Collection of terms sharing similar characteristics

Descriptive Group Title

Groups placed in hierarchical structure

Taxonomy Basics



TAXONOMY

BENEFITS OF STRUCTURE

Return to a market perspective

Browse and filter search results

Overview of goods and services

Minimising linguistic pre-knowledge



TAXONOMY

COOPERATION AND COLLABORATION

OHIM

All EU trade mark offices

WIPO

User associations (INTA and Marques)

TM5

EES

TAXONOMY

EVOLUTION OF GOODS AND SERVICES

Required to stay current

Must evolve with changes in the market place

Requires involvement with the users – you know your markets



TAXONOMY

IMPLEMENTATION

TMclass

E-filing



OFFICE FOR HARMONIZATION
IN THE INTERNAL MARKET
(TRADE MARKS AND DESIGNS)

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Thank You