IPI Academy

MANAGEMENT forum



Presented by
Management Forum

The Trade Mark Administrator

26 February 27
+ 1 October 27

Master trade mark administration essentials in this comprehensive one-day training course covering UKIPO, EUIPO and WIPO registration processes, contentious proceedings and portfolio management.

Format:
Live online

CPD:
6 hours for your records

Certificate of completion

Course overview

This trade mark administrator training course has been specifically designed for trade mark administrators, formalities assistants and other IP support staff dealing with trade marks.

This training course will provide a comprehensive overview of trade mark administration, record-keeping and handling the process of applying for and registering a trade mark. It will bring you up to date with potential pitfalls to be aware of and the practicalities of timeframes, sanctions and office practices at the UKIPO, EUIPO and WIPO.

The key topics covered include:

- What trade marks are
- How to choose new trade marks
- The process of registration at UKIPO, EUIPO, WIPO
- Dealing with contentious proceedings
- Recording changes on the Trade Mark Register
- Administration of your domain name portfolio

The expert trainer will use her extensive experience and knowledge to bring the topics alive and work through a number of case studies throughout the course to ensure delegates get the most from this training. There will also be time during the course to ask your specific questions and to network with other delegates.

Benefits of attending

By attending this training course you will:

- **Improve** your understanding of the trademark process
- **Learn** how to register your trademark using the most commonly used registration systems
- **Understand** the importance of accuracy in your role
- **Gain** practical time saving tips
- **Get insights** into best practices

Who should attend?

This training course has been designed speocifically for:

- Trademark/patent administrators
- Formalities assistants
- Legal assistants
- Paralegals
- IP support staff
- Others wishing to learn more about trademark administration

Programme

Introduction to trade marks

- What is a trademark?
- Why register a trademark?
- The structure of the registers (typically national v. the more international nature of many businesses)

Choosing new trade marks

- Inherent registrability and market acceptability
- Relative registrability: searching and clearance
- Lawyers in collaboration with marketing colleagues

Registration and prosecution

- Understanding registration at UKIPO, EUIPO, WIPO
- Applying to register
- Communicating with the UKIPO, EUIPO, WIPO
- Outline of the process
- Objections (relative and absolute grounds)
- Responses, evidence and acquired distinctiveness

Pitfalls and practicalities around the world

- Timeframes
- Sanctions
- Documentary requirements
- Office practices

Contentious proceedings – opposition, invalidity and revocation

- Opposition
- Revocation
- Invalidity
- Evidence
- Hearing and appeal

Recording changes on the trade mark register

- When will you need to record changes and why?
- How to deal with changes

Renewal and maintenance

- Overview
- Databases
- Renewal agencies v. In-house

Administration of a Domain Name Portfolio

- Overview of portfolio management
  - Use of Domain Name Management Companies
  - Watching services
- Maintenance of domain names
  - Renewals
- Achieving a 'tidy' portfolio
  - Ownership of domains
  - Controlling the filing of domains
  - UDRP – domain disputes
  - acquisition of domain names
  - Pointing/technical issues
- Social media handles

Presenter



Victoria Silk

Victoria Silk is Senior Counsel, Trade Marks – New Category Products for BAT. She is a Chartered Trade Mark Attorney and in-house Counsel. She qualified in London in 2005 and spent 6 years in-house with ICI paints before becoming Virgin's in-house Trade Mark Attorney in Geneva in 2011. She joined BAT in 2017.

Course dates

26 February 27	**Live online** 09:30-17:00 **UK (London)** (UTC+00) *Course code 17018*	GBP **599** ~~699~~ EUR **839** ~~979~~ USD **963** ~~1,119~~ **Until 01 Jan**
1 October 27	**Live online** 09:30-17:00 **UK (London)** (UTC+01) *Course code 17364*	GBP **599** ~~699~~ EUR **839** ~~979~~ USD **963** ~~1,119~~ **Until 06 Aug**

How to book

Online:
ipi.academy/1712

Alternatively contact us to book, or if you have any queries:

Email:
info@ipiacademy.com

Phone:
+44 (0)20 7749 4749

Discounts

- Booking more than one delegate on any one date qualifies for a **30% discount** on the second and subsequent places.
- Most events qualify for an **early booking discount** prior to 6 weeks before the course date. Be sure to check on our website, where the latest discounts will be shown.

Further information

Fee
The fee includes all meals and refreshments for the duration of the course (for venue-based courses) and a complete set of course materials (provided electronically). If you have any particular requirements, please advise customer services when booking.

Please note
IPI Academy (and our training partners) reserve the right to change the content and timing of the programme, the speakers, the date and venue due to reasons beyond their control. In the unlikely event that the course is cancelled, we will refund the registration fee and disclaim any further liability.

Terms and conditions
The rest of the our terms, the event cancellation policy and the terms and conditions are on our website, please visit ipi.academy/content/terms-and-conditions

Reviews

★★★★★

I liked the small group as it was easy to ask questions and engage with the speaker. I found the webinar very useful and engaging, especially for a full-day training course. The presentation was clear and easy to follow.

Eliza Marshall
Rights & Legal Coordinator
Our Media Limited
Sep 29 2026

★★★★★

Excellent delivery of the presentation, Victoria is very knowledgeable and kept a good pace. Easy to follow. Sufficient times for breaks and lunch.

Leticia Smith
Paralegal and IP Manager
Games Global
Sep 16 2024

★★★★☆

Victoria was very well spoken and presented the material in an easy to understand manner. I enjoyed the case study as it tied in all the elements we learned in a way we could visualise it. I enjoyed the presentation and thought it flowed well. I learned a lot.

Heidi Shelton
Trademark Coordinator
CSL Vifor
Sep 18 2023

Run this programme in-house for your whole team

Coming to IPI Academy for your in-house training provides an all-inclusive service which gives you access to a wide variety of content, learning platforms and delivery mechanisms as well as your own personal training adviser who will work with you from the initial enquiry through to feedback and follow-up after the programme.

With over 600 trainers, all practitioners and experts across a huge range of fields, we can provide the training you need, where you need it, when you need it, and at a price which suits your budget. Our approach to tailored learning and development consists of designing and delivering the appropriate solution for each client.

For your FREE consultation and to find out more about how we can work with you to solve your training needs, please contact our training advisers:



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IPI Academy

IPI Academy is a training initiative of Falconbury and Management Forum; leading providers of industry training for over 30 years, based in the UK.

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