



DANISH PATENT AND TRADEMARK OFFICE

# The new Trademark package

TURNING IDEAS INTO ASSETS®

v/Lene Dahl Prahm  
Legal Advisor, Policy and Legal Affairs



DANISH PATENT AND TRADEMARK OFFICE

## Trademark regulation and directive

- Proposal for a Directive of the European Parliament and of the Council to approximate the laws of the Member States relating to trade marks
  
- Proposal for a Regulation of the European Parliament and of the Council amending Council Regulation (EC) No 207/2009 of 26 February 2009 on the Community trade mark
  - Purpose
    - to modernize and secure consistency in the EU trademark system
    - increased harmonization of the national trademark systems in relation to
      - other Member States trade mark system
      - the EU trade mark system
  
  - ensure legal certainty and consistency



DANISH PATENT AND TRADEMARK OFFICE

## What have been negotiated

TURNING IDEAS INTO ASSETS®

- Goods in Transit (article 9(5))
- Search reports – relatives grounds (Article 38)
- Privates import (Article 9 (4))



DANISH PATENT AND TRADEMARK OFFICE

## When will this new trademark package come into force?

- Regulation – 90 days after published in the Official Journal of the European Union
- Directive – on the 20th day following the publication in the Official Journal of the European Union
  - MS have 36 months to implement into national legislation



DANISH PATENT AND TRADEMARK OFFICE

TURNING IDEAS INTO ASSETS®

**Thank you for your attention**

Lene Dahl Prahm, [ldp@dkpto.dk](mailto:ldp@dkpto.dk)