

المعهد القومى للملكية الفكرية The National Institute of Intellectual Property Helwan University, Egypt

المجلة العلمية للملكية الفكرية وإدارة الابتكار

دورية نصف سنوية محكمة يصدرها

المعهد القومي للملكية الفكرية

جامعة حلوان

العدد الخامس ديسمبر ٢٠٢٢

الهدف من المجلة:

تهدف المجلة العلمية للملكية الفكرية وإدارة الابتكار إلى نشر البحوث والدراسات النظرية والتطبيقية في مجال الملكية الفكرية بشقيها الصناعي والأدبي والفني وعلاقتها بإدارة الابتكار والتنمية المستدامة من كافة النواحي القانونية والاقتصادية والادارية والعلمية والأدبية والفنية.

ضوابط عامة:

- تعبر كافة الدراسات والبحوث والمقالات عن رأى مؤلفيها ويأتي ترتيبها بالمجلة وفقا لإعتبارات فنية لا علاقة لها بالقيمة العلمية لأي منها.
 - تنشر المقالات غير المحكمة رأوراق العمل) في زاوية خاصة في المجلة.
 - تنشر المجلة مراجعات وعروض الكتب الجديدة والدوريات.
- تنشر المجلة التقارير والبحوث والدراسات الملقاه في مؤتمرات ومنتديات علمية والنشاطات الأكاديمية في مجال تخصصها دونما تحكيم في أعداد خاصة من المحلة.
 - يمكن الاقتباس من بعض مواد المجلم بشرط الاشارة إلى المصدر.
 - تنشر المجلة الأوراق البحثية للطلاب المسجلين لدرجتي الماجستير والدكتوراه.
 - تصدر المجلم محكمة ودورية نصف سنوية.

ألبة النشر في الحلة:

- تقبل المجلة كافة البحوث والدراسات التطبيقية والأكاديمية في مجال حقوق الملكية الفكرية بكافة جوانبها القانونية والتقنية والاقتصادية والادارية والاجتماعية والثقافية والفنية.
 - تقبل البحوث باللغات (العربية والانجليزية والفرنسية).
 - تنشر المجلم ملخصات الرسائل العلميم الجديدة، وتعامل معاملة أوراق العمل.
 - يجب أن يلتزم الباحث بعدم إرسال بحثه إلى جهة أخرى حتى يأتيه رد المجلة.
 - يجبأن يلتزم الباحث بإتباع الأسس العلمية السليمة في بحثه.
- يجب أن يرسل الباحث بحثه إلى المجلة من ثلاثة نسخ مطبوعة، وملخص باللغة العربية أو الانجليزية أو الفرنسية، في حدود ٨ ـ ١٢ سطر، ويجب أن تكون الرسوم البيانية والإيضاحية مطبوعة وواضحة، بالإضافة إلى نسخة إلكة رونية Soft Copy ، ونوع الخط New Times New على البريد الالكة روني:
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 - ترسل البحوث إلى محكمين متخصصين وتحكم بسرية تامة.
- في حالة قبول البحث للنشر، يلتزم الباحث بتعديله ليتناسب مع مقترحات المحكمين، وأسلوب النشر بالمحلة.

مجلس إدارة تحرير المجلة	
أستاذ الاقتصاد والملكية الفكرية وعميد المعهد القومي للملكية الفكرية (بالتكليف) ـ رئيس تحرير المجلة	أ.د. ياسر محمد جاد الله محمود
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رئيس مجلس إدارة جمعية الامارات للملكية الفكرية عضو مجلس إدارة تحرير المجلة	اللواء أ.د. عبد القدوس عبد الرزاق العبيدلي
أستاذ القانون المدنى بجامعة جوته فرانكفورت أم ماين – ألمانيا ـ عضو مجلس إدارة تحرير المجلة	Prof Dr. Alexander Peukert
أستاذ القانون التجارى بجامعة نيو كاسل - بريطانيا ـ عضو مجلس إدارة تحرير المجلة	Prof Dr. Andrew Griffiths

المراسلات

ترسل البحوث إلى رئيس تحرير المجلة العلمية للملكية الفكرية وإدارة الابتكار بجامعة حلوان جامعة حلوان جامعة حلوان عامعة حلوان - ٤ شارع كمال الدين صلاح ـ أمام السفارة الأمريكية بالقاهرة ـ جاردن سيتي ص.ب: ١١٤٦١ جاردن سيتي

ت: ۲۰۱۸۵۲۳۰ + محمول: ۲۰۱۰۰۳۰۰۵۲۸ - ف: ۲۰۲۲۷۹۲۳۰ + ۲۰۲

http://www.helwan.edu.eg/niip/ ymgad@niip.edu.eg The Impact of Digital Transformation on Applying Rights in Rem of Trademarks

Mohamed Aboelwafa Abdelmoneim Abdelwahab

The Impact of Digital Transformation on Applying Rights in Rem of Trademarks Mohamed Aboelwafa Abdelmoneim Abdelwahab Abstract:

A trademark is one of the valuable assets that reflects entity's goodwill, and any holder seeks to maximize their benefits from trademarks using his legal rights over them.

The trademark is defined in Article 63 of the Egyptian IP Law number 82 for the year 2002 similar to Article 15 of Agreement on Trade Related Aspects of Intellectual Property Rights (TRIPS).

The Egyptian IP Law number 82 for the year 2002 in Article 87 indicated that a trademark could be assigned to others and any rights in rem could be applied over trademarks independently from the entity. In addition, trademarks could be seized. Rights in rem related to assignment and licensing of trademarks are indicated in Article 21 of TRIPS.

This paper will discuss the rights in rem that could be applied on trademarks and how applying information technology on the relevant procedures at the governmental trademarks offices could affect the time frame of issuing the final decision from these governmental authorities.

This paper will be conducted as a comparative study between the Egyption Trademarks Office who adopt manual system in applying rights in rem and the United States Patents and Trademarks Office (USPTO) who adopt electronic system in applying rights in rem of trademarks.

Introduction

What is trademarks' meaning?

The trademark is defined in Article 63 of the Egyptian IP Law number 82 for the year 2002 in accordance to Article 15 of Agreement on Trade Related Aspects of Intellectual Property Rights (TRIPS) as "Any sign, or any combination of signs, capable of distinguishing the goods or services of one undertaking from those of other undertakings, shall be capable of constituting a trademark. Such signs, in particular words including personal names, letters, numerals, figurative elements and combinations of colours as well as any combination of such signs, shall be eligible for registration as trademarks. Where signs are not inherently capable of distinguishing the relevant goods or services, Members may make registrability depend on distinctiveness acquired through use. Members may require, as a condition of registration, that signs be visually perceptible".

A trademark is one of the valuable assets that reflects entity's goodwill, and any holder seeks to maximize their benefits from trademarks using his legal rights over them.

One of the tools that trademarks holders use for maximizing their benefits from trademarks is using Rights in Rem that will be discussed here from procedural aspects and comparing the procedures in the manual system that is adopted at the Egyptian Trademark Office and the electronic system adopted at the United States Patents and Trademarks Office (USPTO).

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¹ Article 15 of Agreement on Trade Related Aspects of Intellectual Property Rights (TRIPS)

1. Rights in Rem of Trademarks

The Egyptian IP Law number 82 for the year 2002 in Article 87 indicated that a trademark could be assigned to others and any rights in rem could be applied over trademarks independently from the entity. In addition, trademarks could be seized¹. Rights in rem related to assignment and licensing of trademarks are indicated in Article 21 of TRIPS.

Trademarks are considered as assents that give the holders a full control over them and the reight monetize them through any tools that are considered as rights in rem such as assignment, licensing & mortgage.

1.1. Assignment

Assignment is a transfer of assignor's right and interest in a trademark filed for registration at the Trademarks Governmental Office whether this trademark is registered or still pending. Once the assignment is recorded, the assignee acquires all rights that were previously owned by the assignor. The transferred rights are the legal rights and subsequently the financial rights².

1.2. Merger

Merger reflects unites two or more existing entities into one new entity and this should be reflected the ownership of the trademarks and recorded at the

¹ Article 87, The Egyptian IP Law number 82 for the year 2002

² Graham, Stuart J.H. and Marco, Alan C. and Myers, Amanda, Monetizing Marks: Insights from the USPTO Trademark Assignment Dataset (April 1, 2015), P. 32. Available at SSRN: https://dx.doi.org/10.2139/ssrn.2430962

Trademarks Governmental Office for the favor of the new entity¹.

1.3. Licensing

Licensing of trademark is granting a permission from the holder of trademark (Licensor) to another or others (Licensee or Licensee) to use the licensor's trademark on agreed terms and conditions². This agreement should be reflected and recorded at the Trademarks Governmental Office.

1.4. Mortgage

Trademarks are considered as movable assets that are recognized as collateral for finance which is called "Mortgage". This mortgage should be reflected and recorded at the Trademarks Governmental Office.

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¹ Graham, Stuart J.H. and Marco, Alan C. and Myers, Amanda, Monetizing Marks: Insights from the USPTO Trademark Assignment Dataset (April 1, 2015), P. 32. Available at SSRN: https://dx.doi.org/10.2139/ssrn.2430962 or http://dx.doi.org/10.2139/ssrn.2430962

² 전체합본(최종지_출력실).hwp (wipo.int)

Applicability of rights in rem at the Egyptian Trademark office

The Egyptian IP Law number 82 for the year 2002 in Article 87 indicated that a trademark could be assigned to others and any rights in rem could be applied over trademarks independently from the entity. In addition, trademarks could be seized¹. Rights in rem related to assignment and licensing of trademarks are indicated in Article 21 of TRIPS²

The rights in rem that could be applied over trademarks were not identified precisely in IP law, while not all rights in rem specified in the Egyptian Civil law could be applied over trademarks.

Some types of rights in rem that could be applied at the Egyptian Trademarks Office will be discussed in the following point.

2.1. **Assignment**

The assignment at the Egyptian Trademarks Office is recorded to reflect the transfer of ownership of a registered trademark by filling the relevant application and submitting the requested documents that prove the transfer of ownership in condition that the deed of assignment should include the registration number of the assigned trademarks and the monetary value of these trademarks.

The Egyptian IP Law number 82 for the year 2002 and its Implementing Regulation number 1366 for the year 2003 neglected the necessity of assaignment of the associated trademarks along with the mainly assigned

² TRIPS Agreement, Article 21

¹ The Intellectual property law, Article 87, enacted by the law No.82 of 2002

application. This may result in different ownership of similar trademarks.

2.2. Merger

The merger at the Egyptian Trademarks Office is recorded to reflect the transfer of ownership of a registered trademark resulted from the merger of the current applicant in a new entity by filling the relevant application and submitting the requested documents that prove the transfer of ownership in condition that the merger agreement should include the registration number of the trademarks.

The Egyptian IP Law number 82 for the year 2002 and its Implementing Regulation number 1366 for the year 2003 neglected the necessity of merger of the associated trademarks along with the mainly merged application. This may result in different ownership of similar trademarks.

The merger of trademarks at the Egyptian Trademark Office is applied in assignment form but the required supporting documents that are attached with the application of the merger is different from assignment. For assignment, the applicant should provide a deed of assignment; while for for merger, the applicant should provide the merger agreement.

2.3. Licensing

The liecnsing at the Egyptian Trademarks Office is recorded to reflect the granted permission from the holder of trademark (Licensor) to another or others (Licensee or Licensees) to use the licensor's trademark by filling the relevant licesing application and submitting the requested documents that prove the licensed trademarks and the agreed terms and conditions for the licensing.

The liecnsing application should be filed for registered trademarks only and there is no application for non-registered trademarks.

2.4. Mortgage

The mortgage at the Egyptian Trademarks Office is recorded to reflect that a registered trademark is pawned in the favor of another company (in most cases fianacial institute) by filling the relevant mortgage application and submitting the requested documents that prove the mortgage of the trademark and the agreed terms and conditions for the mortgsge.

The mortgage application should be filed for registered trademarks only and there is no application for non-registered trademarks.

In cases the mortgages terms and conditions could not be fulfilled by the applicant of the trademark and there is no redemption, the ownership of trademark will be transferred to the mortgagee.

The use of trademark as a collateral of finance and consequently mortgaging the trademark is recently organized by the Law number 115 for the year 2015 for Movable Guarantees and this may result in filing more trademarks mortgage applications at the Egyptian Trademarks Office.

3. Comparison between the enforcement of Rights in Rem at the Egyptian trademark office & USPTO.

The mechanism of applying rights in rem at the Egyptian Trademarks Office is complicated and may require long time to be applied and enforced since they are still adopting the manual system in the process for the examination of applications and paper applications (Figures 1 & 2) while the USPTO is adopting the electronic system in the process for the examination of applications and electronic procedures for applying (Figures 3 - 10).

There are three categories at the Egyptian trademark office for recording assignment, merger, license and mortgage depends on the date of the relevant contract's execution date. The difference between these categories is the official fees only;

- The fees of recording assignment, merger, license and mortgage within 3 months from the relevant contract's execution date including the publication in the official gazette for the Egyptian Trademark Office are 180 EGP.
- The fees of recording assignment, merger, license and mortgage within 3 6 months from the relevant contract's execution date including the publication in the official gazette for the Egyptian Trademark Office are 205 EGP.
- The fees of recording assignment, merger, license and mortgage after 6 months from the relevant contract's execution date including the publication in the official gazette for the Egyptian Trademark Office are 230 EGP.

There are three categories at the USPTO for recording assignment, merger, license and mortgage depends on the number of trademarks per document;

- Recording trademark assignment, agreement or other ownership document, first mark per document US\$ 40.
- Recording trademark assignment, agreement or other ownership document, second and subsequent marks in the same document US\$ 25.

The time frame to examine the assignment, merger, license and mortgage and issue the official notice of recordation / non-recordation at the USPTO is approximately seven days from the date of application¹.

The Egyptian Trademarks Office has no time frame to examine the assignment, merger, license and mortgage and issue the official notice of recordation / non-recordation. The process depends on the availability of employees that examines the pending applications and the backlog on non-examined applications.

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¹ <u>https://www.uspto.gov/trademarks/trademark-assignments-change-search-ownership</u>

4. How technology can affect the enforcement of Rights in Rem on Trademarks.

From the preceding points, we can conclude that the technology used at the USPTO affects the procedures of applying for, examining & recording rights in rem for trademarks through the Electronic Trademarks Assignment system.

This effect in the procedures is reflected on the time frame for whole process that is reduced to be approximately seven days while there is no time frame for finalizing the process at the Egyptian Trademarks Office who are still using manual system & there is no use for technology or artificial intellegance.

In case the official notice of recordation / non-recordation was not issued during the given time frame of the USPTO, the applicant can contact the Assignments Recordation Branch (ARB) who are available from Monday till Friday (except federal holidays) from 8:30 a.m. to 5 p.m. ET. through phone number, fax number or e-mail².

In case the official notice of recordation / non-recordation was not issued at the Egyptian Trademarks Office, the only option available for the applicant or his agents is to arrange a visit to the office.

In case the applicants have any inquiry about the application and ETAS at the USPTO, they also can contact

¹ https://www.uspto.gov/learning-and-resources/support-centers/assignments-recordation-branch-arb

https://etas.uspto.gov/

the Assignments Recordation Branch (ARB) who are available from Monday till Friday (except federal holidays) from 8:30 a.m. to 5 p.m. ET. through phone number, fax number¹ or e-mail².

In case the applicants have any inquiry about the application at the Egyptian Trademarks Office, the only option available for the applicant or his agents is to arrange a visit to the office.

Recommedation

The transparency the efficiency of the governmental bodies are one of the main sections of the economic side in Egypt vision 20303 for sustainable development. This would be done by establishing electronic system for all governmental bodies for performing services on a higher quality and payment processing.

The Egyptian trademark office should start a comprehensive strategy to accomplish electronic filing system for all stage and services provided by them for trademarks and industrial designs according to the Egypt vision 2030.

This system will result in achieving the requested transparency and facilitating the services rendered to invistors in addition to achieving the following goals:

- Increasing the level of easiness of the provided services

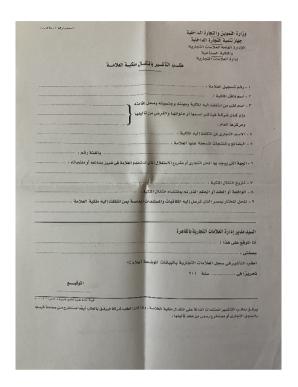
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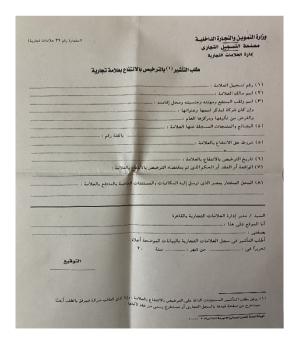
¹ https://www.uspto.gov/learning-and-resources/support-centers/assignments-recordation-branch-arb

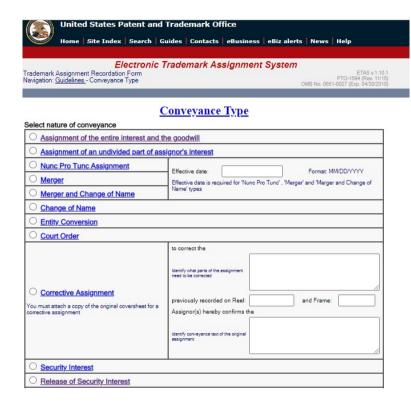
https://etas.uspto.gov/

PowerPoint Presentation (crci.sci.eg)

- Achieving a higher level of citizen's satisfaction with governmental services
- Reducing complaints by 15% yearly
- Accomplishing fair, clear, transparent and well-organized control system.







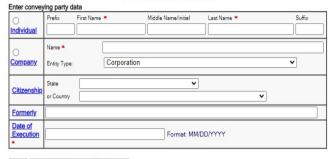
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Figure 6



Conveying Party(ies)



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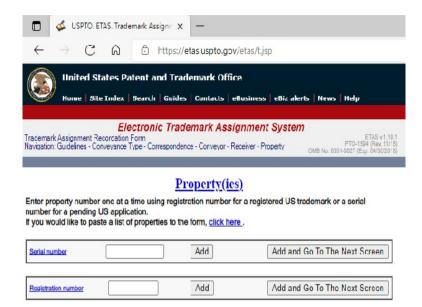






Figure 10:

