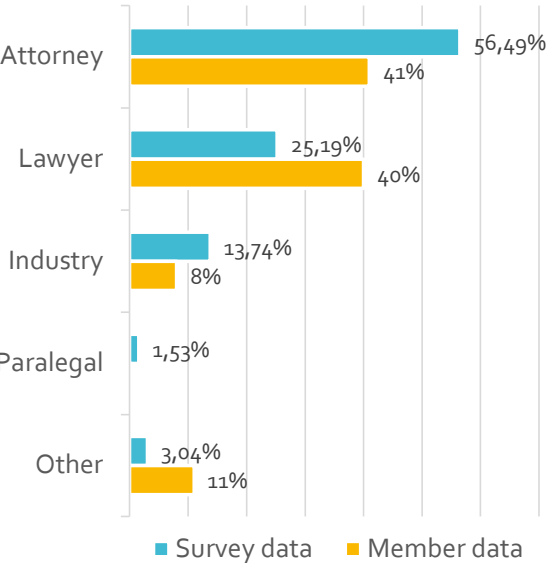


# BMM Member Survey

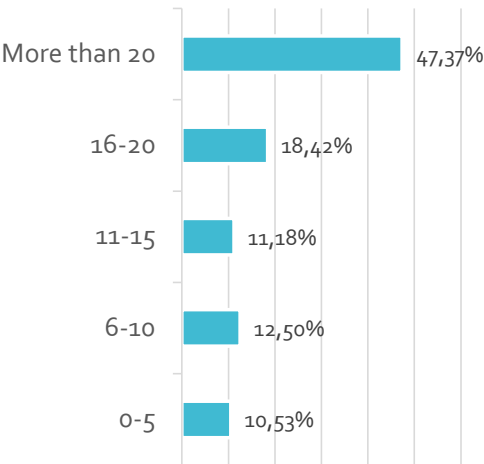
# Participants statistics

Statistics are based on 85,2% of the Dutch speaking and 100% of the French speaking participants

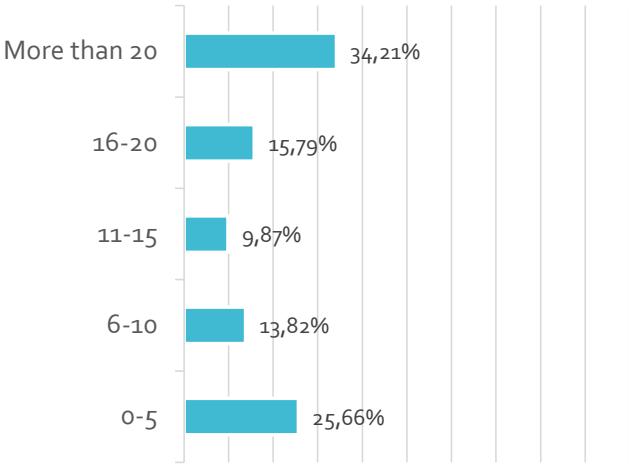
Working as



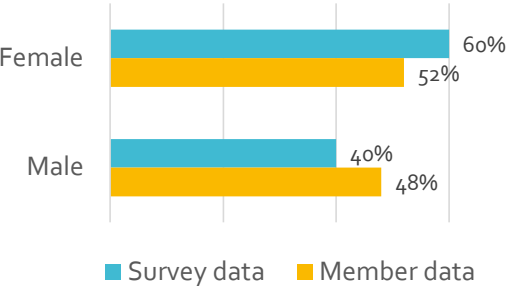
Years of experience in IP



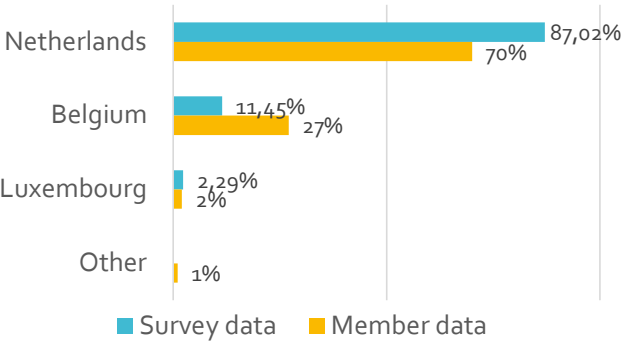
BMM membership years



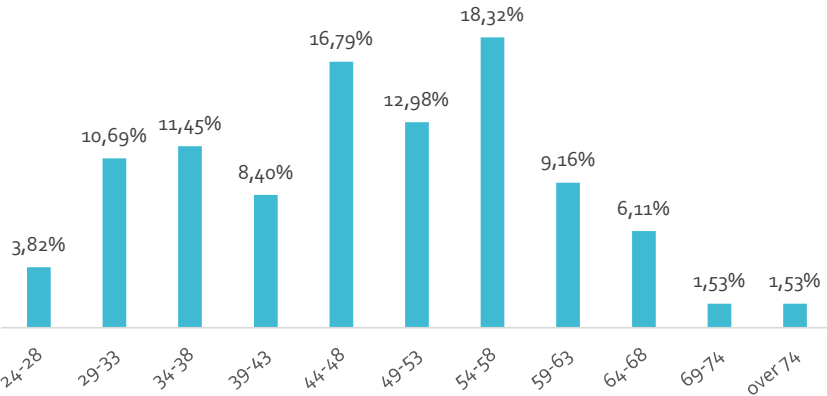
Gender



Country of residence

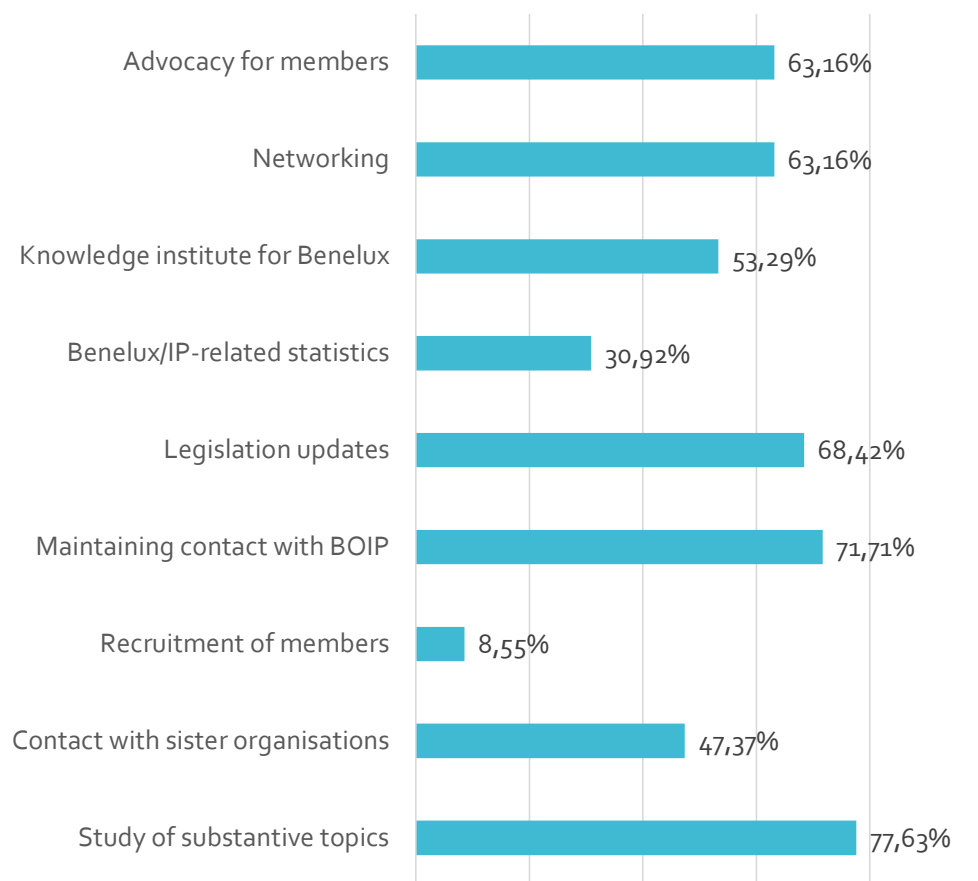


Age of participants



# General questions on BMM

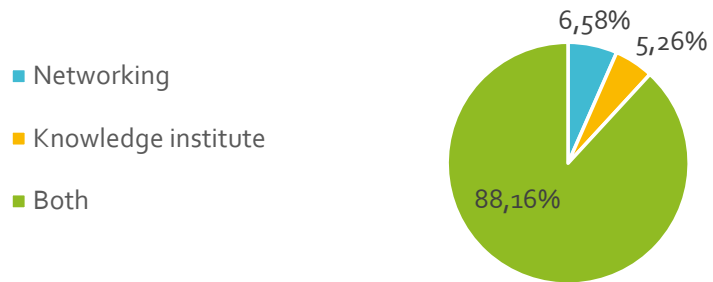
What should BMM be and/or do?



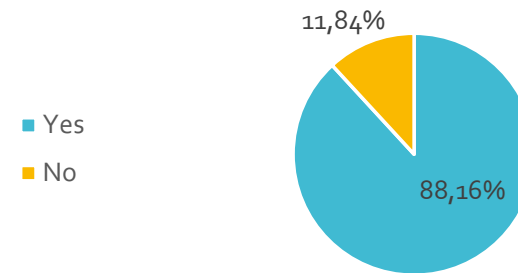
General remarks on activities of the BMM (summary of 17 remarks):

- More webinars, for practical reasons (travel time & costs, parking fees etc)
- More alignment with sister organizations and following their example (working groups, knowledge database, active participation members, webinars)
- Sharing knowledge among members (in newsletters)
- Making articles of BMM bulletin searchable
- More information on attorney issues (how-to's, specific topics for attorneys)
- Suggestion to organize a session with people from BOIP on practices

### What should be the core tasks of the BMM



### Are the core tasks of the BMM balanced?

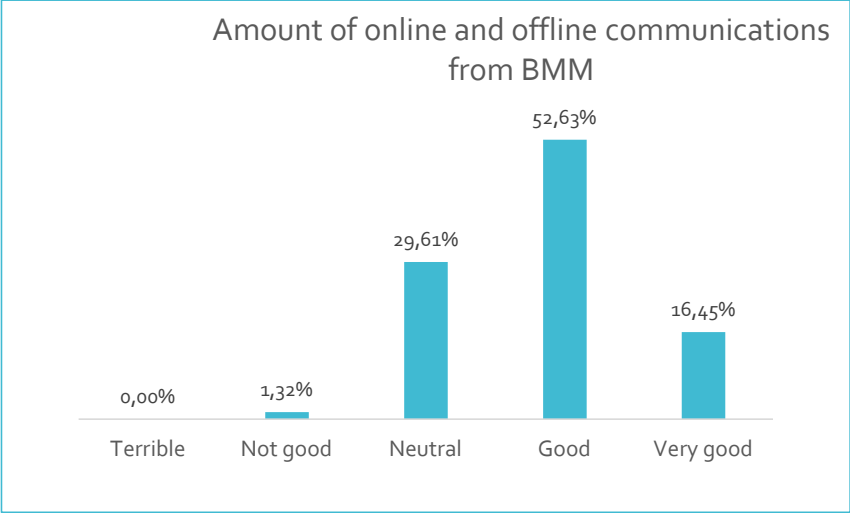
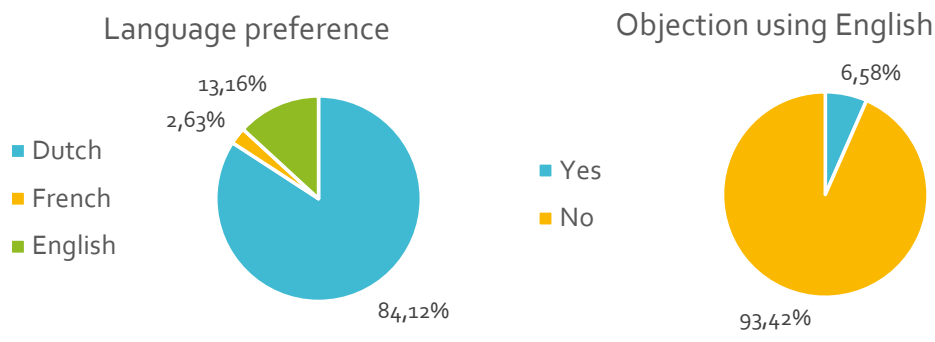


#### Remarks by members on the core tasks of the BMM (summary of 16 remarks)

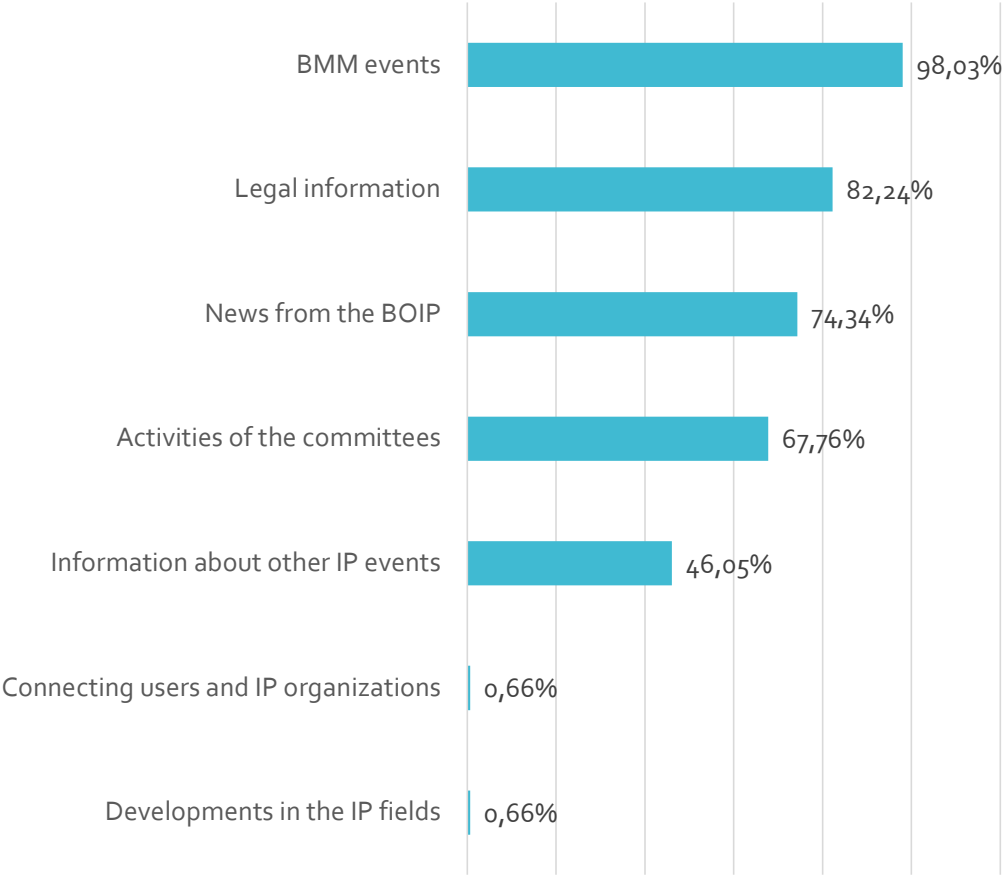
- Not enough in-depth content, not enough access to knowledge
- Too much focus on lawyers, not enough focus on developments for attorneys
- Being more critical towards BOIP
- Core tasks are clearly still in development
- Most focus is on networking
- BMM should provide more webinars
- There should be more knowledge sharing between members
- Make better use of sharing knowledge with BOIP, EUIPO and WIPO
- A knowledge database is missing
- Advocacy for members should also be important

# Communication

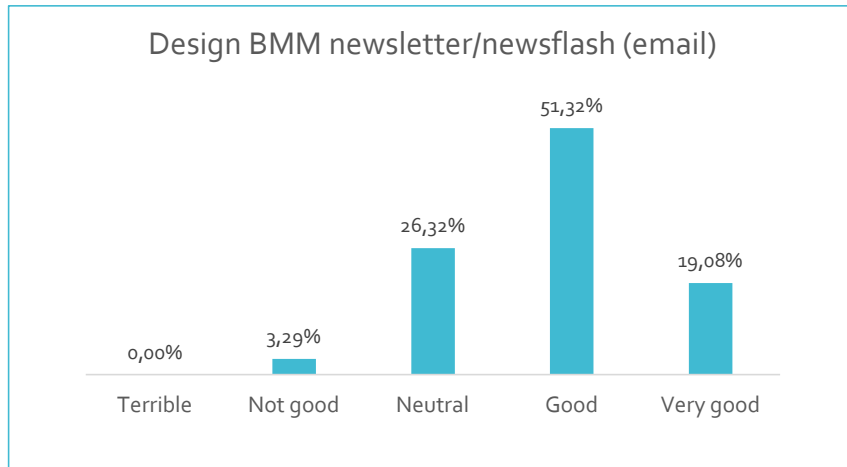
## Language & content



## What BMM should report about



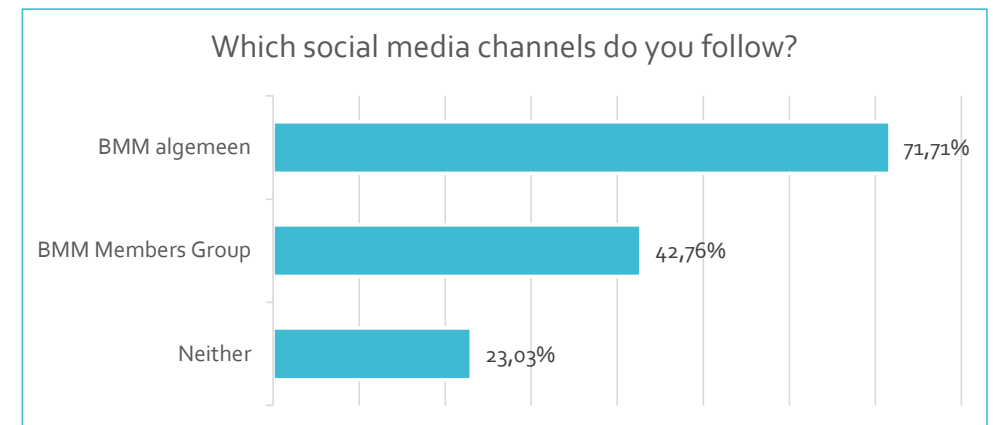
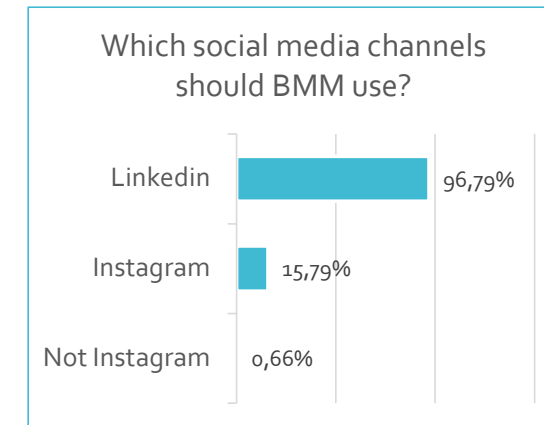
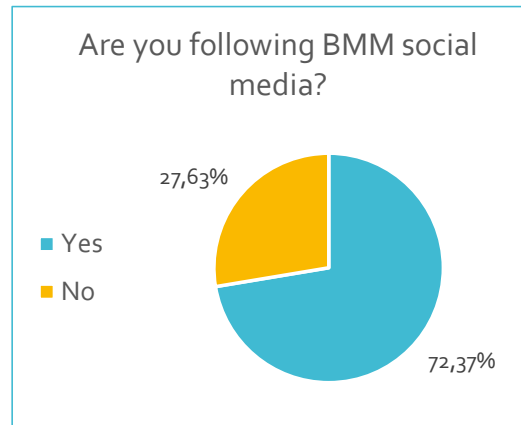
## Design BMM newsletter



### Remarks on newsletter (summary of 31 remarks)

- Design is a bit old fashioned
- Clear, short, concise, understandable and to the point
- Format requires scrolling which is inconvenient
- Quality and quantity of the contents is good
- Can be more clear (mostly due to multiple languages)
- Once a month is a good frequency
- Should be regular, but not too often

## Social media



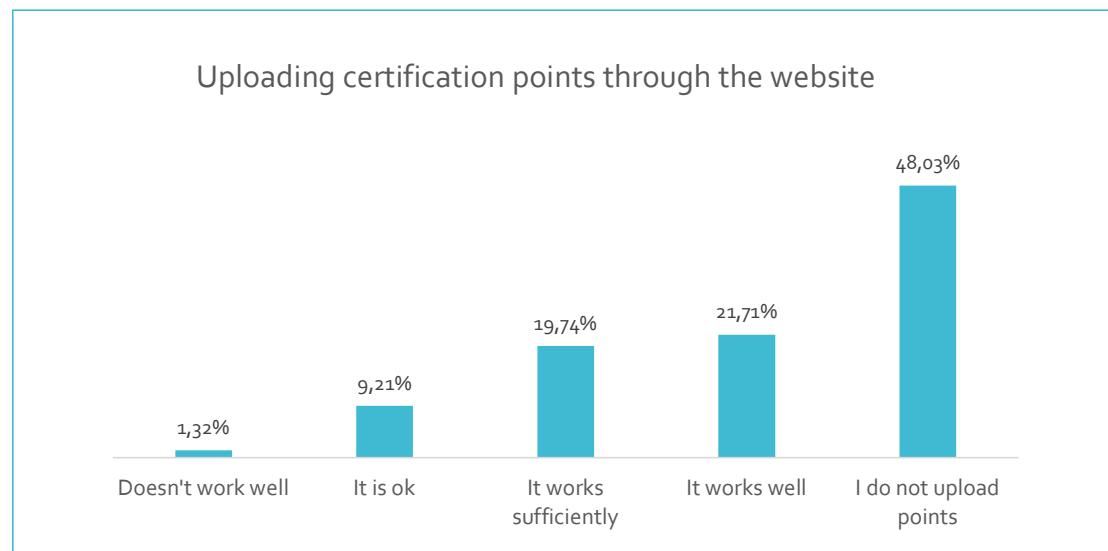
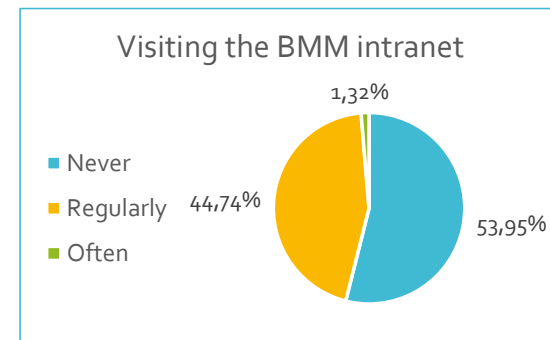
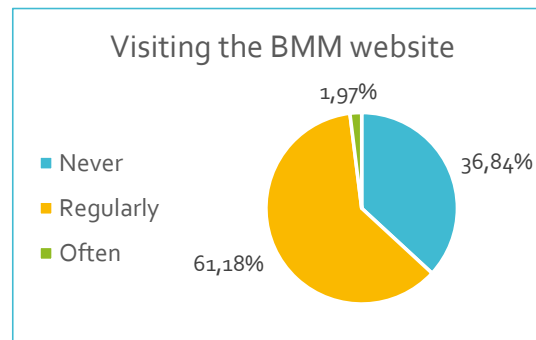
# BMM Website

## Reasons for using the BMM website (summary of 63 reasons)

- Uploading documents for / registering certification points
- Obtaining contact details of a BMM member
- Getting information on courses
- Finding presentations
- Finding (information on) events
- BMM Bulletin
- Commission work / document sharing

## Things missing on the website (summary of 15 things)

- Up to date news
- Personal information
- Comment on the policies of BOIP
- Articles/case law (comments)
- Information on comparative law
- Event calendar BMM and external events
- Content is not the same depending on the language



### **Additional comments on BMM communication**

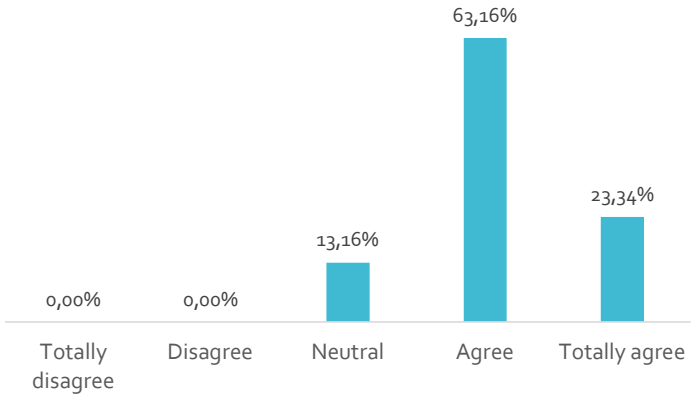
(summary of 21 comments)

- Member would like to receive communications by mail, not social media
- English should be main language
- It should be possible to upload BMM certification points automatically
- BMM email communications should be spread out over time and limited in amounts
- Invitations to the Spring and Autumn meetings should be earlier
- Receiving too many emails
- Emails not personal, for instance Young BMM is not relevant for everyone
- Texts could be shorter
- Include a meeting invite in communications for instant scheduling of the meeting
- Thank you for the remarkable work done
- To become a party of note in Benelux, it would be necessary to be more visible on the market in general, in the daily press and in other networks.
- Communication is very good

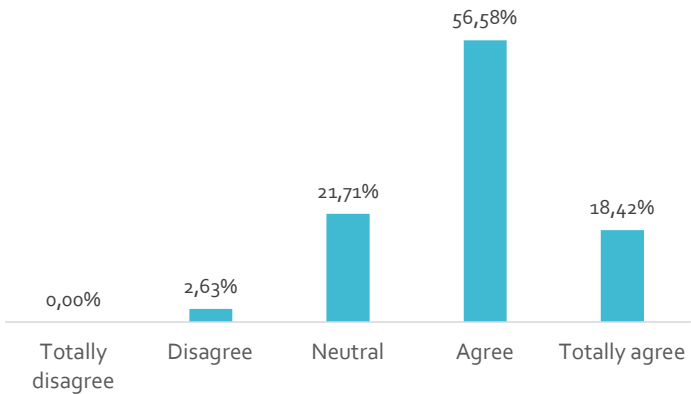


# BMM Bulletin

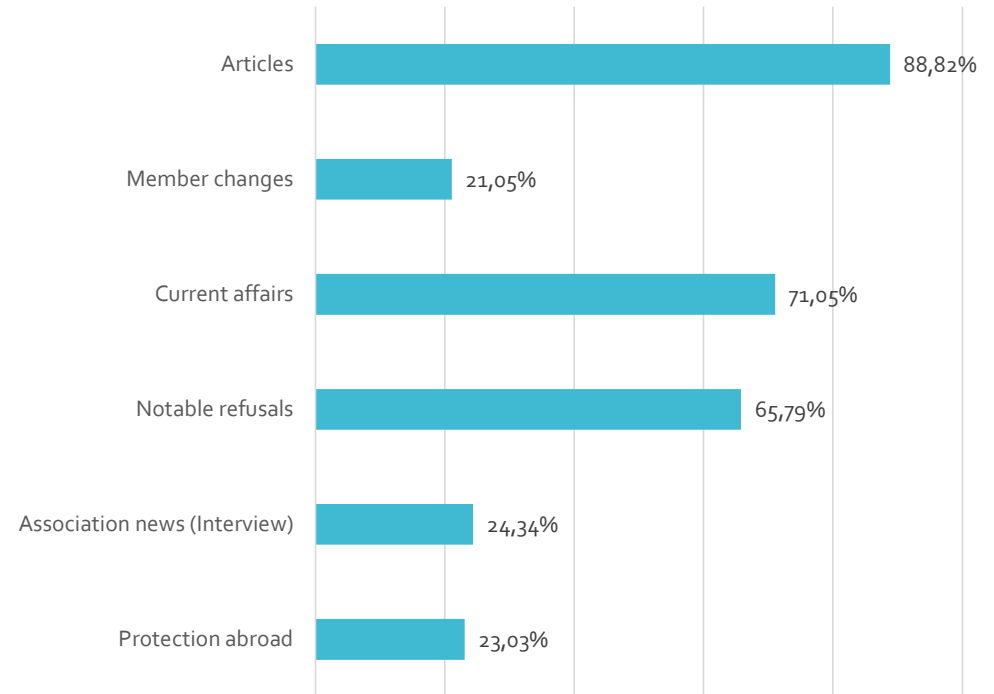
Subjects and content are relevant for me



Distinctive compared to other IP publications



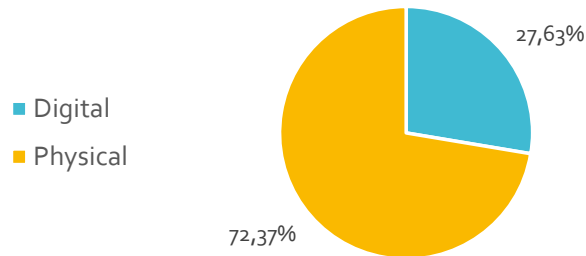
Best parts of the Bulletin



## Things that need to change in the Bulletin (summary of 5 remarks)

- More information/articles from and about members
- More attention for (the work of) attorneys
- More articles on practical matters

Preference BMM Bulletin digital or physical?



#### Additional remarks on Bulletin

(summary of 14 remarks)

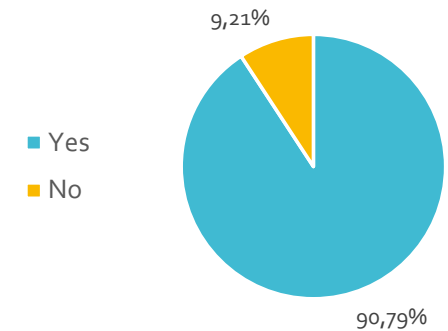
- More focus on attorney work / practical matters
- Add Benelux statistics for refusals / appeals etc
- Revisiting earlier topics and show recent developments

#### Suggested subjects for the Bulletin (summary of 30 subjects)

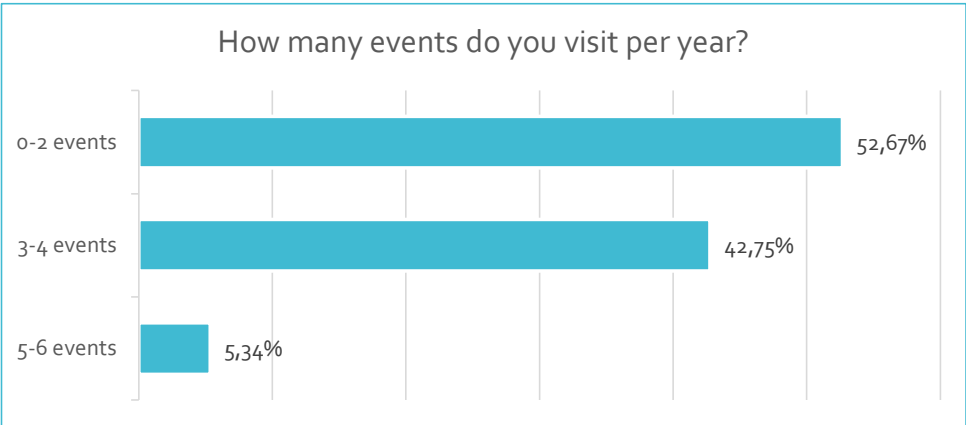
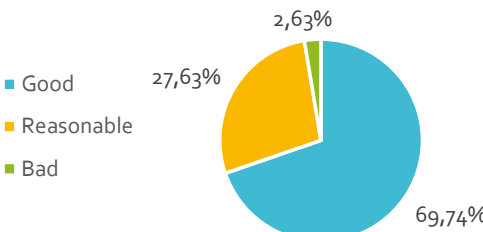
- Oppositions
- Tips and tricks IP contracts
- Lookalikes
- Non-registered rights in EU member states
- IP and Competition law
- AI and trademark/design owner – Design reform and impact
- Consumer protection misleading practices
- Green claim directive
- Parallel import
- Merchandising
- The industrial viewpoint (IP from the point of view of our clients)
- Comparison between Dutch and Belgian law
- Fiscal matters
- Collective marks and geographical indications
- The use of surveys in court
- EU Design package
- AI and IP
- Trade secrets
- Selective distribution
- Exhaustion
- Burden of proof
- Appeal at the Benelux Court of Appeal
- Practical information on design registration
- Trademark and design law in light of recent global developments
- Customs actions
- Evidence of use
- Classifications and practical pointers for attorneys
- IP topics that branch into or overlap with other areas of law

# Events and Meetings

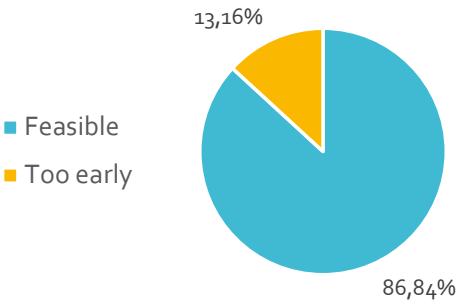
Timely event announcement?



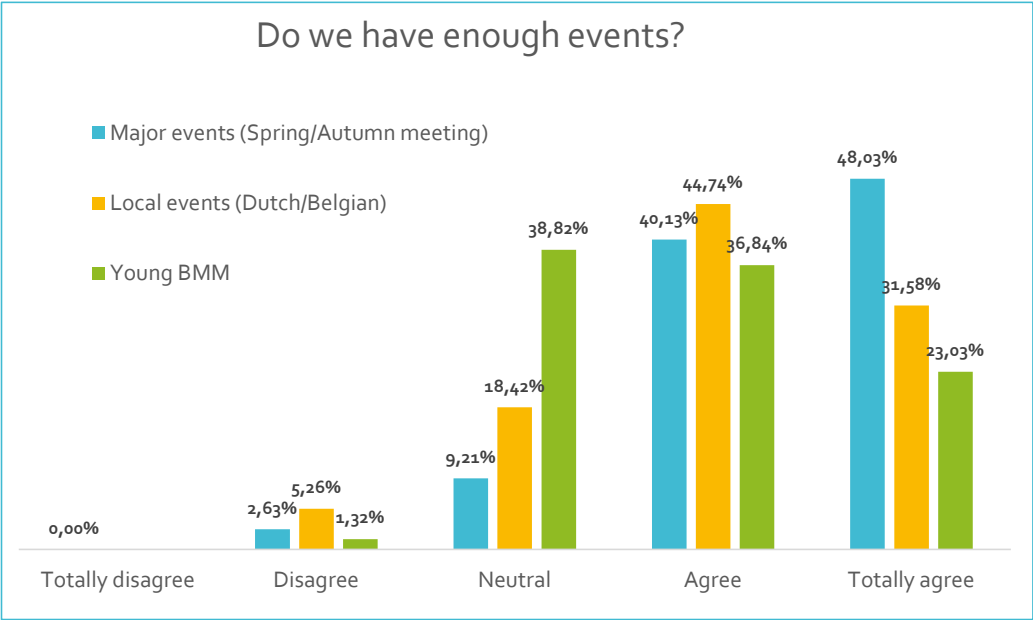
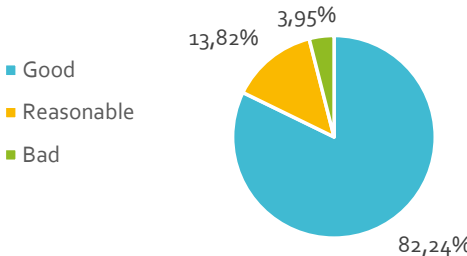
Accessibility of events is



Events start times are



Balance between online/offline events



### General remarks on events (summary of 41 remarks)

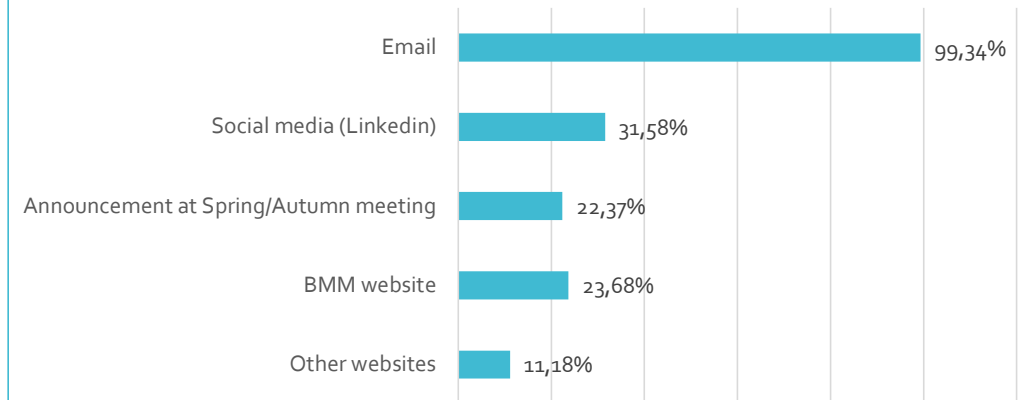
- If the event is at a remote location, then offer online alternative
- Events should be (easily) reachable by public transport
- Reachability should prevail over the uniqueness of the location
- Larger room for lunch, to cut down waiting times
- More webinars/online meetings for environmental, time saving and cost saving reasons
- Prefer not to go to local events in Belgium if they are only in French
- Make events hybrid (online/offline)
- First time attendee events instead of Young BMM because an age limit does not always make a correct distinction between new and existing BMM members
- Food at events should be vegetarian with optional meat/fish options
- Due to location or personal circumstances, events sometimes start too early

### Timely practical information on events

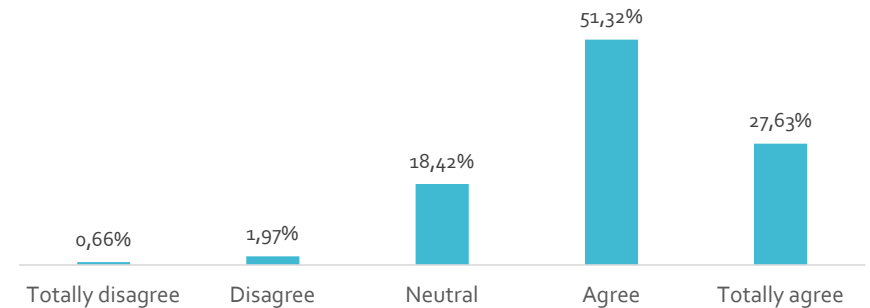
(summary of 4 remarks)

- At the time of the invitation, the BMM hotels are almost all fully booked already
- Hotel chaos: in Limburg people needed to share rooms without being informed about that

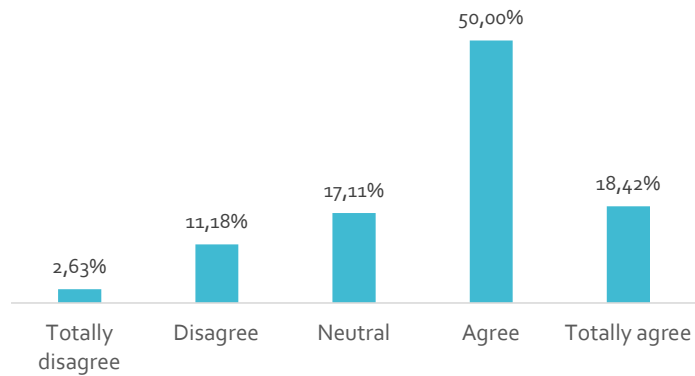
### Preferred channel for communications about events



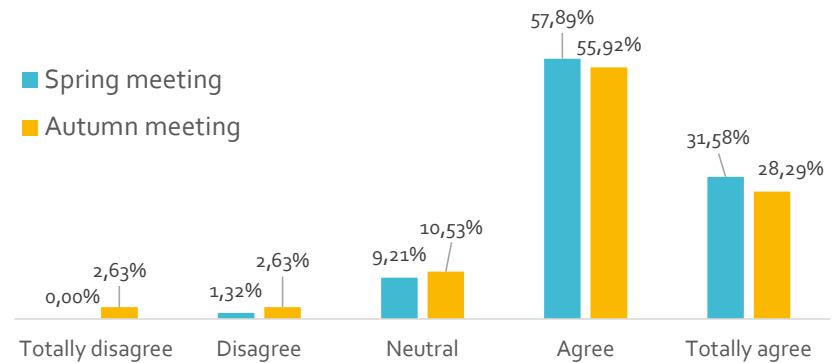
### Practical information for events is timely given



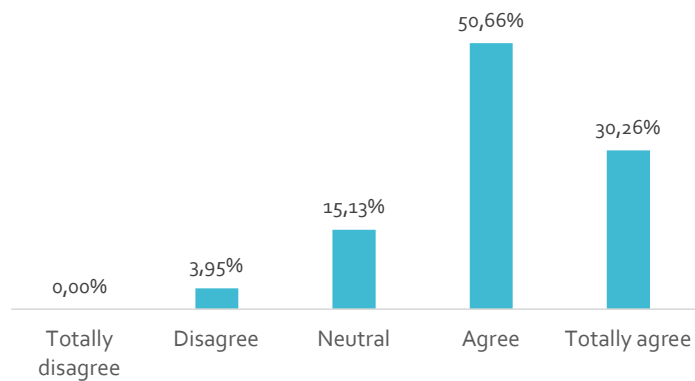
There is a balance in the event locations across Benelux



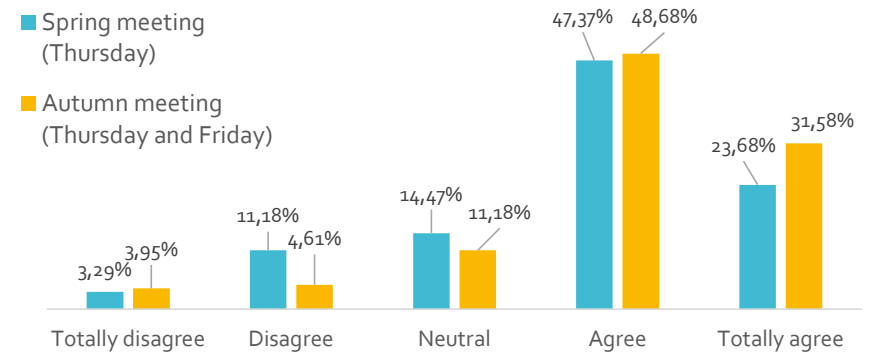
The date of the BMM meetings is good



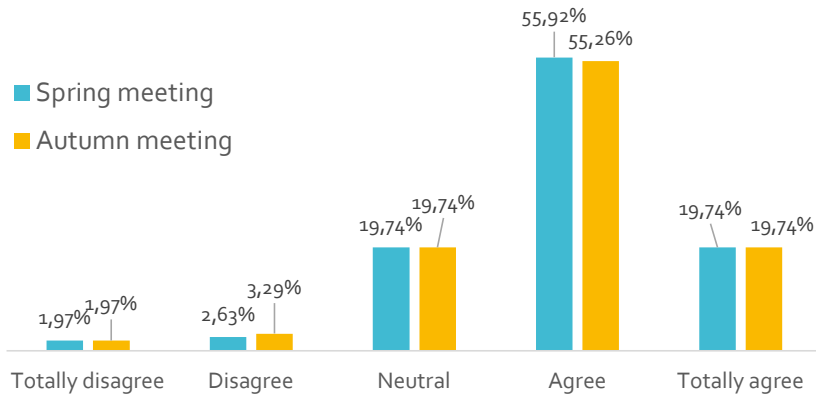
Sufficient events in my preferred language



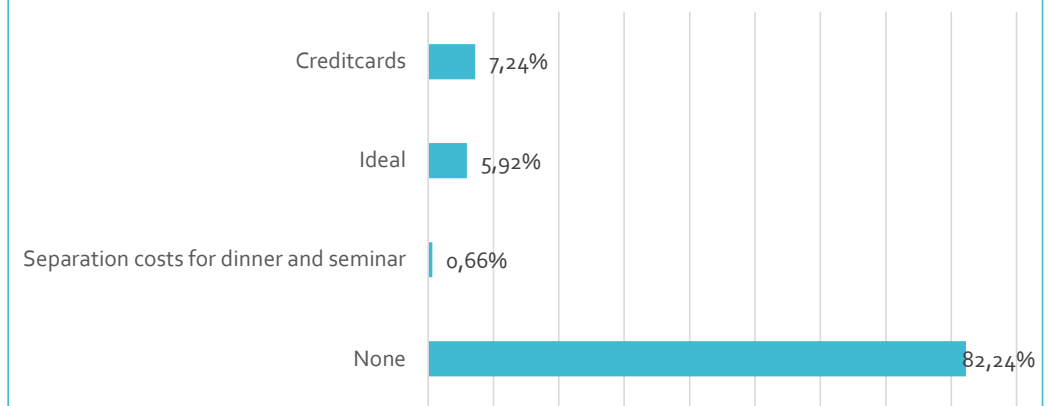
The choice of days for the BMM meetings is good



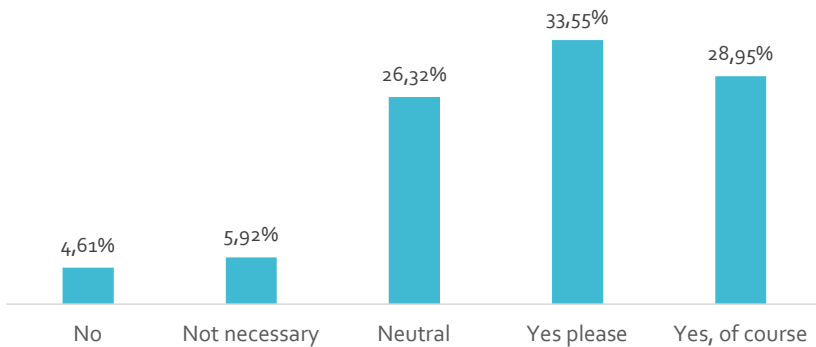
### The costs of the BMM meetings are acceptable



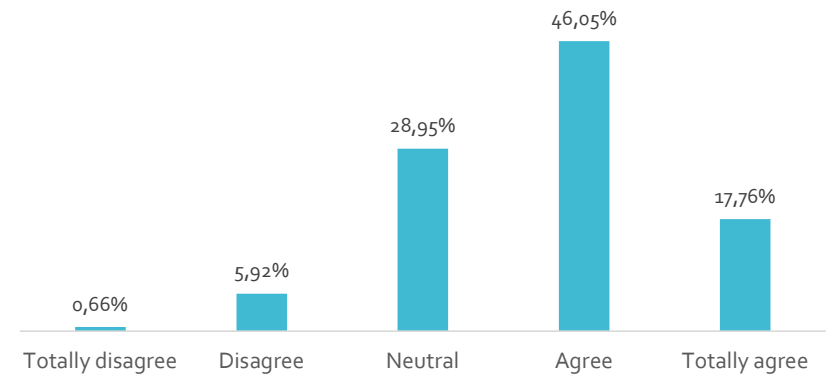
### Missing payment options for events



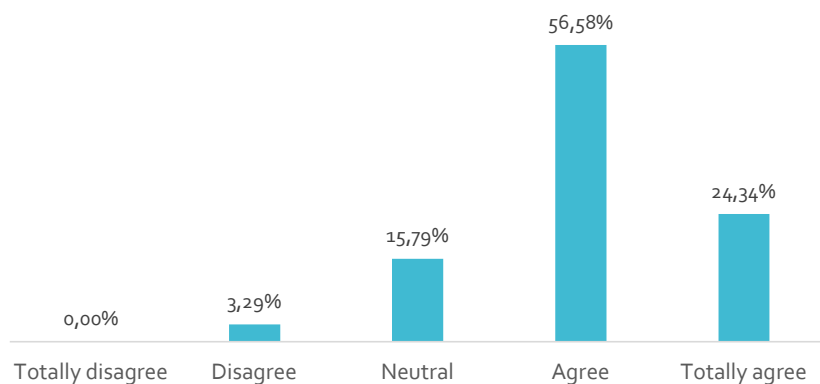
### English slides at Dutch or French presentations



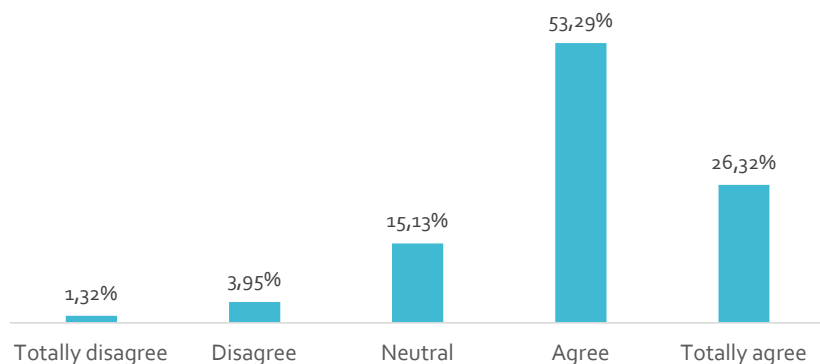
### Translators at BMM events are of sufficient quality



### BMM events are relevant for my work



### My profession is sufficiently represented at BMM events



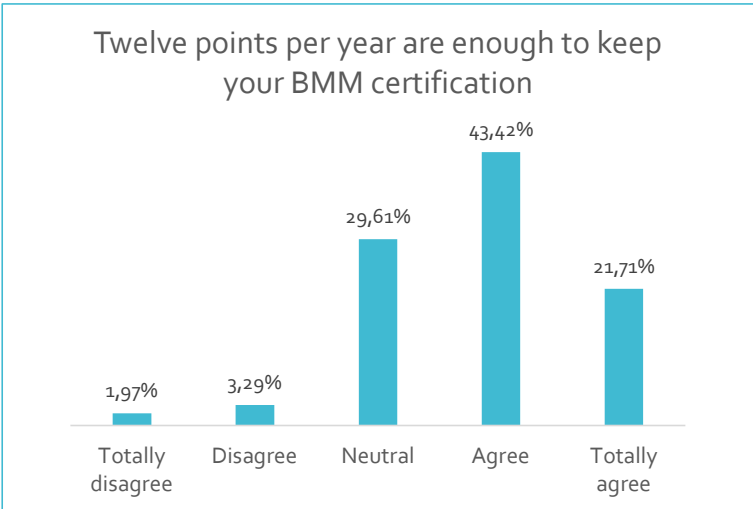
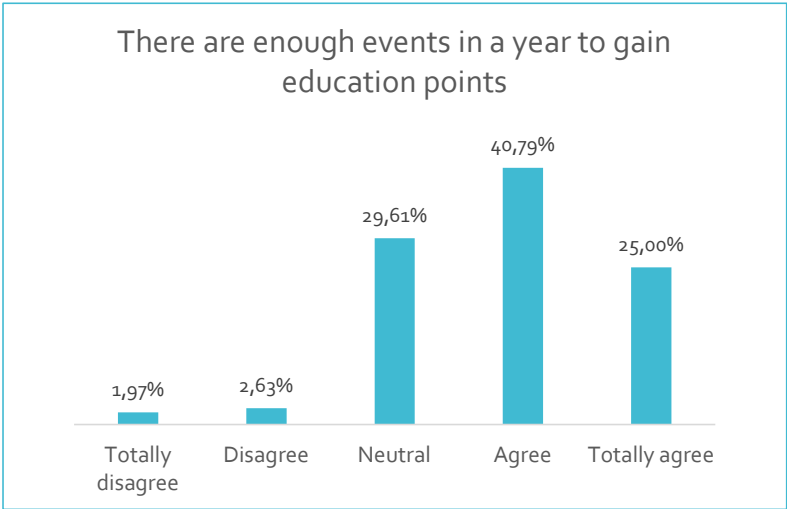
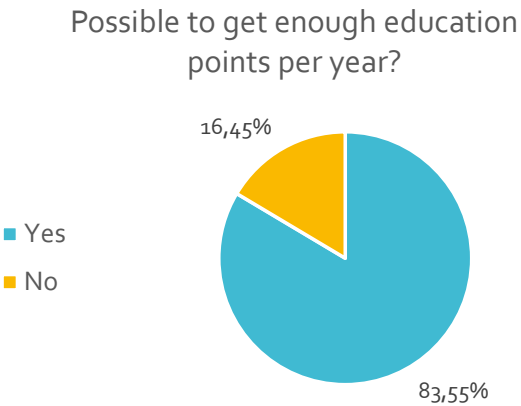
### Lacking subjects on events (summary of 17 subjects)

- Topics for attorneys
- Alternative Domain name Resolution
- Industry practices
- Designs
- Translation devices are not ok
- To much repetition of topics
- Not enough case law information

### Additional remarks on events (summary of 29 remarks)

- Do not organize events in Luxemburg and Belgium in the same year
- English (presentations) instead of NL/FR translators
- Quality and relevance varies
- Move the Autumn meeting to Friday
- Use central locations that are reachable
- More webinars
- Events are very Dutch, not enough French speakers
- Costs Spring and Autumn meeting are too high, it prevents young persons to be send by their IP firms
- More depth in presentations
- Duration of presentation max 40-45 mins
- Move Autumn meeting to the end of October/beginning of November
- Events seem like a reunion of a circle of friends
- Select event locations in proportion to members origin
- Slides of presentation too crowded
- More events in The Netherlands
- Presentations too much focused on lawyers

# Certification



**Remarks on 12 points is enough**

(summary of 19 remarks)

- There should be more webinars to earn points
- The certification system is not an appropriate tool to measure the knowledge and skill of a member
- Standards should be higher (for instance 20)
- Less points should be enough
- Members should be trained more, overall level is not astonishing
- Too many points given for onsite events, more webinars please

**Additional remarks on certification**

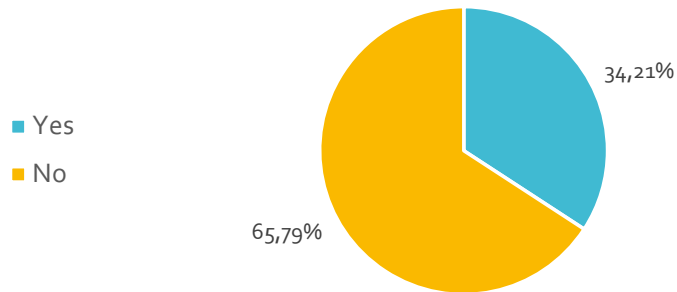
(summary of 21 remarks)

- More focus on the certification (use it as a real mark of quality)
- After 20 years of membership, the certification is no additional value
- Better supervision and faster action when certification has lapsed
- Better communication who has lost their certification
- Easier rules when there is temporary loss of work and/or a one person company involved: earning 12 points per year can be expensive

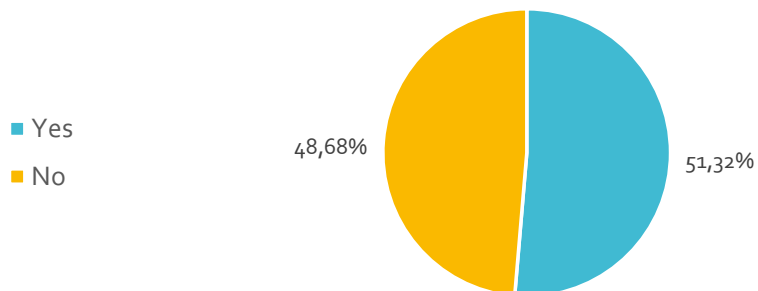


# Closing questions

Are you active in a committee or the board?



Would you like to become active in a committee?



## Reasons not to become active in the board or a committee

(summary of many remarks)

- No time
- Not enough knowledge
- I am retiring soon
- Already active in the board or a committee
- My input is not necessary, you are doing great
- Too much focus on the Randstad
- Physical distance to the Randstad
- I am very, very old
- I need to pass my oral exam first
- I have put in my share, now I am done
- I rather become active in ECTA or MARQUES because of the bigger networks
- Not enough use for my job
- I have other interests
- Balancing my private life and work is difficult enough already
- I do not speak Dutch fluently

(Closing remarks - summary of 17 additional remarks)

- BMM should be there for all trademark/design professionals not only for their members
- BMM should represent attorneys more and should bring these professionals to the same level as lawyers (protected profession, regular publicity to maintain a position in the society)
- BMM should exercise more influence over the BOIP
- Do not see English as an alternative, keep French and Dutch as equally important in the BMM
- Using sponsors is a great move
- This survey should have asked about the counselor for trust issues (“vertrouwenspersoon”)
- The list of events for certification points is not complete and sometimes it is unclear if and if so how many points can be earned
- Why do members of the board and the event committee have to pay for joining an event?
- Committees on substantive topics (Bulletin and Event committees) consist mostly of lawyers and this influences the focus of the Bulletin and events
- Thanks to all the volunteers who keep the BMM running!