

# Managing Intellectual Property

## The Global IP Resource

01 October 2010

### Meet the new president of OHIM

James Nurton, London

#### Hartelijk dank en tot ziens Wubbo; olá e bem vindo António: meet the new man in charge of OHIM

António Campinos takes over as the third president of OHIM (Europe's Community trade mark and design office) today, at a crucial time in the evolution of the trade mark system in Europe.

He succeeds Wubbo de Boer, who headed the Office for 10 years, and takes over as the Office faces challenges including the publication of a study into the trade mark system in Europe, disputes with member states over the spending of OHIM's budget surplus and concerns from some users about quality and consistency.

"Feelings are running high and there are quite a lot of initiatives coming at the beginning of his term," said Maggie Ramage, president of the Institute of Trade Mark Attorneys in the UK.

But trade mark owners and practitioners have welcomed him into his new position: "INTA welcomes Antonio Campinos to his new role and looks forward to working with him and the rest of the OHIM professional staff. We value our relationship with OHIM and will continue to support the organization's efforts to further establish CTM use in Europe," said INTA executive director Alan Drewsen.



Antonio  
Campinos

So who is the man taking on this responsibility?

António Serge De Pinho Campinos is Portuguese, although he was born in France. He is 41 years old and was the director of the Portuguese IP office from 2005 until 2010.

There he was recognised for making the Office – which is one of the smaller ones in Europe – more efficient and for reaching out to industry and universities to encourage use of the IP system. He also invested in its online services.

"He impressed people with his running of the IP Office in Portugal, and we hope he brings that commitment to technology and efficiency to Alicante," said Tove Graulund, who represents MARQUES on OHIM's Admin Board.

In his role at the Portuguese office, Campinos also reached out internationally. He led cooperation projects with other Portuguese-speaking offices, and chaired WIPO's Standing Committee on Trademarks during crucial negotiations over the expansion of the Madrid Protocol.

At WIPO he won plaudits for his ability to encourage parties with different priorities to reach consensus.

He brought similar skills to his role as chair of OHIM's Admin Council, which he began in 2008, and was credited by some with securing a compromise agreement between member states on OHIM's financing in 2008. This period also saw the Board admit five users' organisations as observers.

This conciliatory approach may strike some as a contrast with his predecessor. "They are very different personalities," said one trade mark practitioner. "Antonio is more about compromise and likes to try to keep everyone happy."

While most users have lauded de Boer's achievements in making the Office more efficient, some feel the time may be right for more diplomacy, particularly given the complex challenges coming up in the next year.

Campinos was **interviewed** by *Managing IP* in 2008.

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