



Presented by
Management Forum

The Trade Mark Administrator

6 October 2025

A comprehensive overview of what every trade mark administrator needs to know to succeed in their role.



Format:
Live online



CPD:
6 hours for your records



Certificate of
completion

Course overview

This one-day 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 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 sessions to ensure delegates get the most from this course. 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 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 course has been designed specifically 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 date

6 October 2025

Live online

09:30-17:00 **UK (London)** (UTC+01)

Course code 14918

GBP **599** ~~699~~

EUR **839** ~~979~~

USD **963** ~~1,119~~

Until 01 Sep

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](tel:+442077494749)

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



Reviews



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:



ALEKSANDRA BEER
Tel: +44 (0)20 7749 4749
Email: inhouse@ipiacademy.com



YESIM NURKO
Tel: +44 (0)20 7749 4749
Email: inhouse@ipiacademy.com



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.

10-12 Rivington Street
London EC2A 3DU

ipi.academy
Tel: +44 (0)20 7749 4749
Email: info@ipiacademy.com