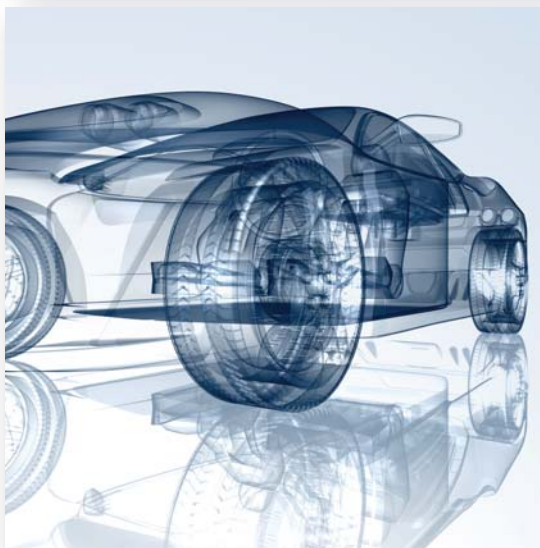
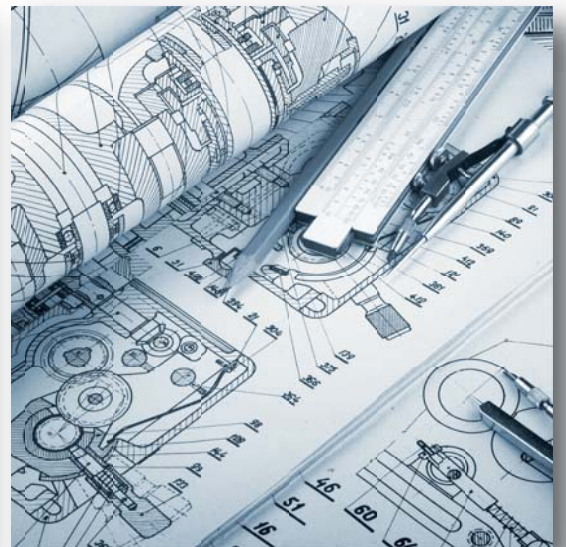
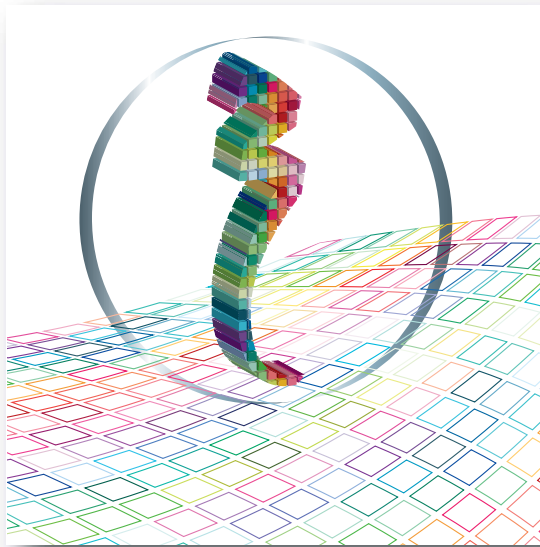




MOROCCAN OFFICE OF INDUSTRIAL  
AND COMMERCIAL PROPERTY

# ANNUAL REPORT 2014



# ANNUAL REPORT **2014**

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# 2014 HIGHLIGHTS

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## AND KEY FIGURES

2014 was a pivotal year in the development of industrial property in Morocco, characterized by the enactment in November 2014, of the 23-13 law amending the 17-97 law on the Protection of Industrial Property, thus marking a turning point in the national industrial property system, 10 years after the first major reform in 2004.

The 2014 reform allows, in fact, enhancing the quality of patents, through the assessment of patentability criteria by the Moroccan Industrial and Commercial Property Office (OMPIC). Brands are also affected by this reform, since the new law will encourage the emergence of strong Moroccan brands. As for industrial designs, the 23-13 law will facilitate access to this system thanks to improvements introduced mainly with regards to publication and protection period.

Finally, other reforms including the organization of the profession of industrial property counsel, patent validation system, the establishment of the date marking system, strengthening the enforcement mechanisms of industrial property rights are strengths that will help improve the attractiveness of Morocco with high added value investments.

This level of IP protection complying with the highest international standards is confirmed by the positive development of Morocco indicators globally, as

reflected in the Global Innovation Index 2014 report and indicators published by the World Organization of Intellectual Property in October 2014 which indicate Morocco's ranking in terms of industrial property titles filing activities: 51<sup>st</sup> for national patents, 44<sup>th</sup> for national brands and 18<sup>th</sup> for industrial designs.

In terms of international cooperation, 2014 was marked by the signature of a Memorandum of Understanding between Industrial Property offices of the member countries of the Agadir agreement along with the official launch of the Arab Patent information dissemination platform Arabpat.

Regarding the 2014 results, the Moroccan origin patents continue to record the highest growth thanks to the double-digit growth (12%) of applications filed, trademarks and designs however experienced a more modest evolution of about 6%. As for the applications for trade names (negative certificates), they showed a 10% progress rate, this growth didnot show in entrepreneurship creation «legal persons» which recorded a growth of about 4% in 2014.

Below the main indicators of industrial and commercial property within the course of the year 2014 :

<b>Patents</b>	
Patent applications	1096
Resident Patent Applications	353
International applications of Moroccan origin (under the PCT)	59

<b>Trademarks</b>	
Applications for registration of trademarks	11709
Resident trademark Applications	6166
International registration request of Moroccan origin according to Madrid system	81

<b>Models and desings</b>	
Industrial Design applications	1167
Resident Industrial Design Applications	731

<b>Commercial names</b>	
Intentions to creations (Negative Certificates)	66770
Legal persons	58253
Trading names (for individual businesses)	8517

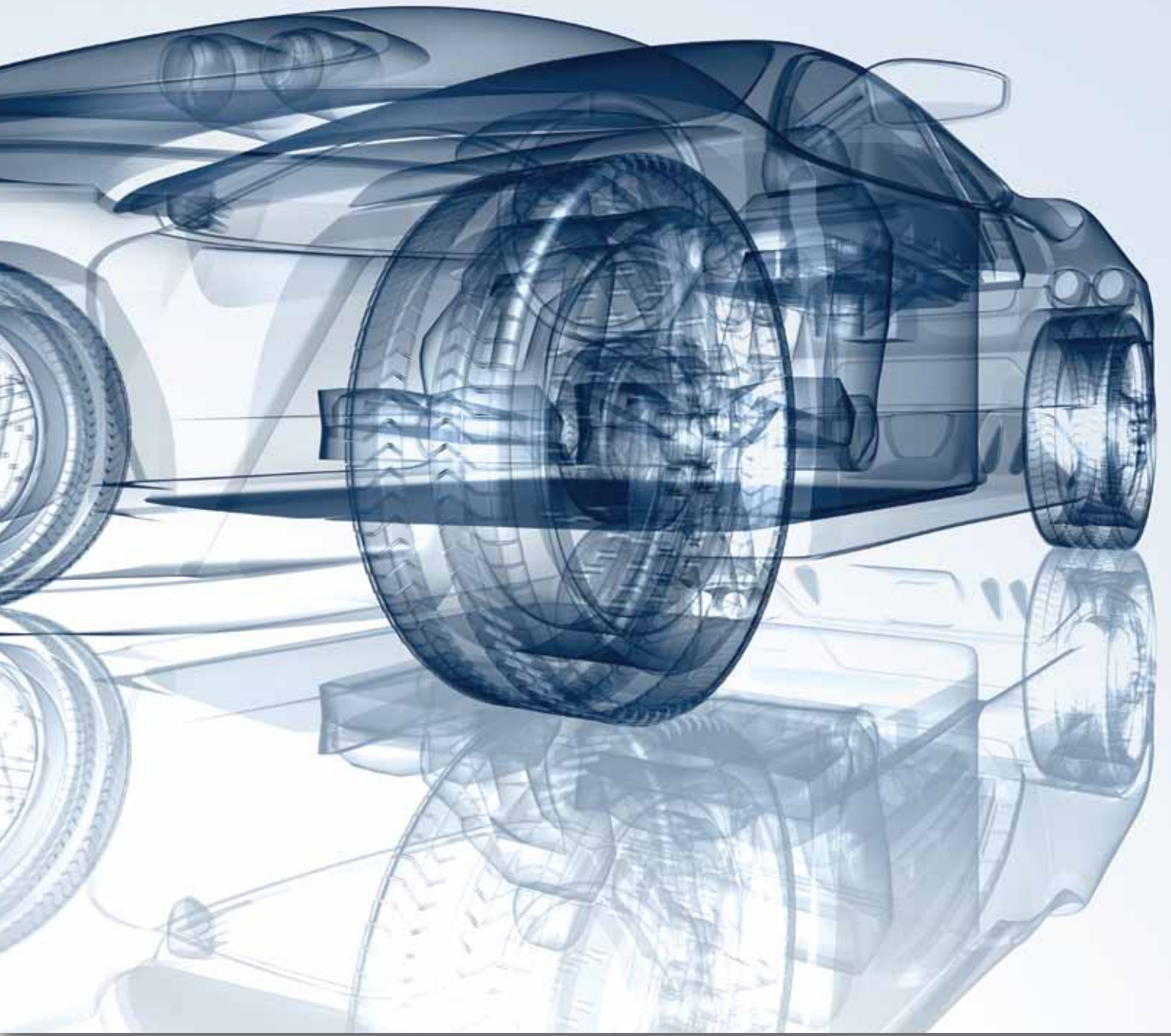
<b>Creation of compagnies</b>	
Total creation of compagnies	66114
Legal persons	35614
Individual Businesses	30500

<b>Online services</b>	
Total online transactions	55488

<b>Total incomes (MDhs)</b>	
	<b>61.47</b>



# PATENTS

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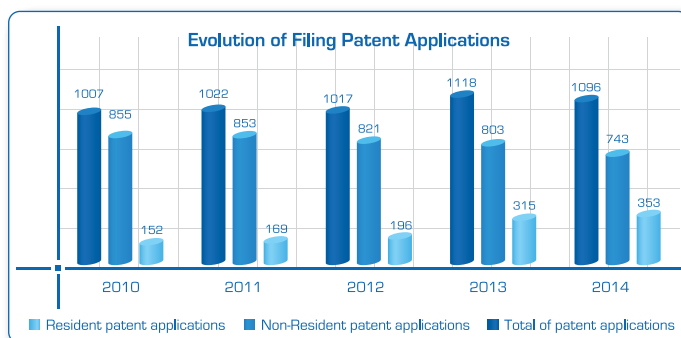




# PATENTS

## I. PATENT FILING

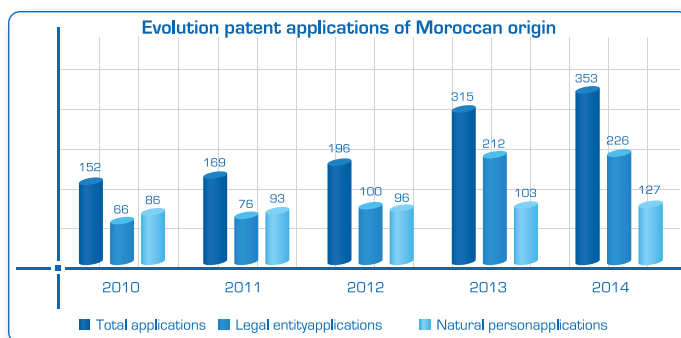
### 1. FILING PATENT APPLICATIONS



1,096 patent applications were filed with OMPIC in 2014, recording a slight 2% decrease compared to 2013.

This is mainly due to a 7.5% decline in foreign patent activity. Much of this decline is attributed to the 5 main European Union countries.

### 2. PATENT APPLICATIONS OF MOROCCAN ORIGINS

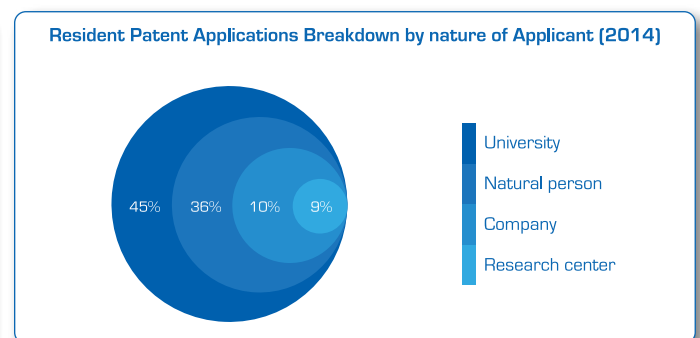


Patent applications of Moroccan origin recorded a 12% increase compared to last year: 353 applications filed in 2014 against 315 in 2013.

### Evolution by type of Patent Applicants of Moroccan origin

	2010	2011	2012	2013	2014
Universities	39	38	58	138	158
Research Centers	1	6	16	25	32
Moroccan Companies	26	32	26	49	36
Natural Persons	80	93	96	103	127

The evolution of patent applications of Moroccan origin, broken down by type of applicants, shows that 2014 knew a significant increase in applications filed by Moroccan research centers mainly Macsir (+28%), universities (+14%) and those made by natural persons (23%), compared to last year. However, it is appropriate to note a drop in applications by Moroccan companies (-7%).



### 3. PATENT APPLICATIONS FROM FOREIGN ORIGIN

#### A. Analysis of foreign applications according to the filing system

	2010	2011	2012	2013	2014
International Patent System (PCT)	816	821	783	748	709
National System (Priority)	39	32	38	55	34
<b>Total Applications of foreign Origins</b>	<b>855</b>	<b>853</b>	<b>821</b>	<b>803</b>	<b>743</b>

Applications of foreign origins filed at OMPIC through the Patent Cooperation Treaty (PCT) have an average annual rate of 95 %. This reaffirms with a total number of 205,300 patent applications filed under the PCT in 2013 all over the world. This data shows great interest in this system as a way of filing international patent applications.

#### B. Evolution of applications of foreign origin for the top 10 applicant countries

Country	Applications filed in 2014	Applications filed in 2013	Evolution 2014/2013
United States	189	157	17%
Switzerland	113	116	-3%
France	112	138	-23%
Germany	96	103	-7%
Spain	55	61	-11%
Italy	44	45	-2%
United Kingdom	30	30	0%
Japan	15	25	-67%
Netherlands	15	13	13%
Sweden	9	10	-11%
Belgium	9	10	-11%
China	6	12	-100%

During 2014, applications from the United States ranked first with 25% of total patent applications of foreign origin.

The French and Swiss applications held second in equal shares (15%), followed by German patents applications coming fourth with 13%.

Also, patents applications from European Union countries account for more than 65% of patents applications of foreign origins.

### 4. MOROCCAN PATENTS APPLICATIONS BY FIELDS OF TECHNOLOGY (APPLICATIONS REGULARIZED IN 2014)

<b>I - Electro-technical</b>	<b>66</b>
Electrical machinery and equipment	8
Audiovisual technology	6
Digital communication	2
Telecommunications	15
Computer	29
Basic Communication Processes	2
Semi-conductors	4
<b>II - Instruments</b>	<b>57</b>
Measurement	18
Optics	3
Control	26
Medical technology	10
<b>III - Chemistry</b>	<b>77</b>
Organic fine chemistry	0
Biotechnology	6
Pharmaceuticals	20
Macromolecular chemistry, polymers	3
Food Chemistry	6
Basic materials chemistry	8
Materials, metallurgy	4
Surface technology-coating	3
Chemical Engineering	15
Environmental Technology	12
<b>IV - Mechanical</b>	<b>71</b>
Machine Tools	5
Engines, pumps, turbines	14
Textile and paper machines	2
Other special machines	13
Thermal processes and devices	13
Mechanical elements	4
Transport	20
<b>V - Other areas</b>	<b>27</b>
Furniture, Games	6
Other consumer	6
Civil engineering	15
<b>Total</b>	<b>298</b>

The breakdown by technology field relates to applications of Moroccan origin regularized and reviewed in 2014.

These figures show that the patent applications processed include all technology fields and do not follow a trend or a specific sectoral strategy.

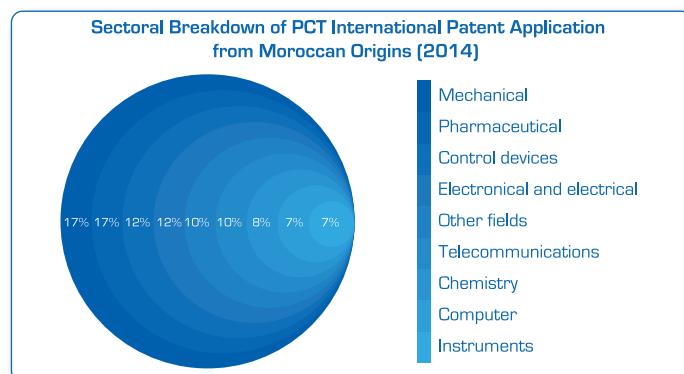
Moreover, patent applications filings related to «computer sciences» represent 44% of total applications in the «electro-technical» sector. Similarly, patent applications on «control devices» make 46% of total applications in the «instruments» sector.

### 5. INTERNATIONAL APPLICATIONS OF MOROCCAN ORIGIN (UNDER THE PCT)

Evolution of international PCT patent applications (Morocco as country of origin)				
2010	2011	2012	2013	2014
23	18	35	54	59

OMPIC noted in 2014 a 9% increase of patent applications of Moroccan origin, filed under the International PCT system.

The breakdown by applicant nature shows that 16 patent applications were filed by natural persons and 43 applications emanated from legal entities (29 applications of universities, 9 of two research centers and 5 of companies).



### 6. POST-GRANT

Former Operations *	Nature of operation	Number of operations
Operation affecting rights ownership or enjoyment	Total handover	40
	Exclusive licensing	1
	Merger or absorption	4
	Waiver	4
Change of owner's identity	Change of name	25
	Change of address	
	Change of name and address	1
	Change of legal form	
<b>Total former transactions 2014</b>		<b>75</b>

\* All acts which occur subsequent to the patents applications filing and are registered in the National Patents Register.

In 2014, OMPIC noted 40 total cessions of rights, 4 mergers and 1 licensing. Also, 71.1% of these operations relate to the «pharmaceutical» sector and all of these operations relate to patent applications of foreign origin.

### II. SEARCH REPORT AND OPINION ON PATENTABILITY

OMPIC systematically carries out research and establish an opinion on patentability reports to assess regularized applications from Moroccan origins particularly in terms of the quality of drafting and patentability criteria.

The total number of search report and opinion on patentability made in 2014 is 298 (113 for applications filed in 2013 and 185 for applications filed in 2014).

The assessment of applications' relevance in terms of patentability is as follows :

Evaluation of patent applications of Moroccan origins based on research and opinion patentability reports									
Relevance criteria	Universities		Natural persons		Companies		Research centers		Total
NA : novelty and inventive step	25	18%	13	13%	7	21%	6	29%	51 17,1%
N : novelty and absence of inventive step	63	45%	36	36%	10	29%	7	33%	117 39,3%
O : Absence of novelty and inventive step	53	37%	52	51%	17	50%	8	38%	130 43,6%

The evaluation of patents applications of Moroccan origin shows that 17.1% of these applications have a new and inventive character.

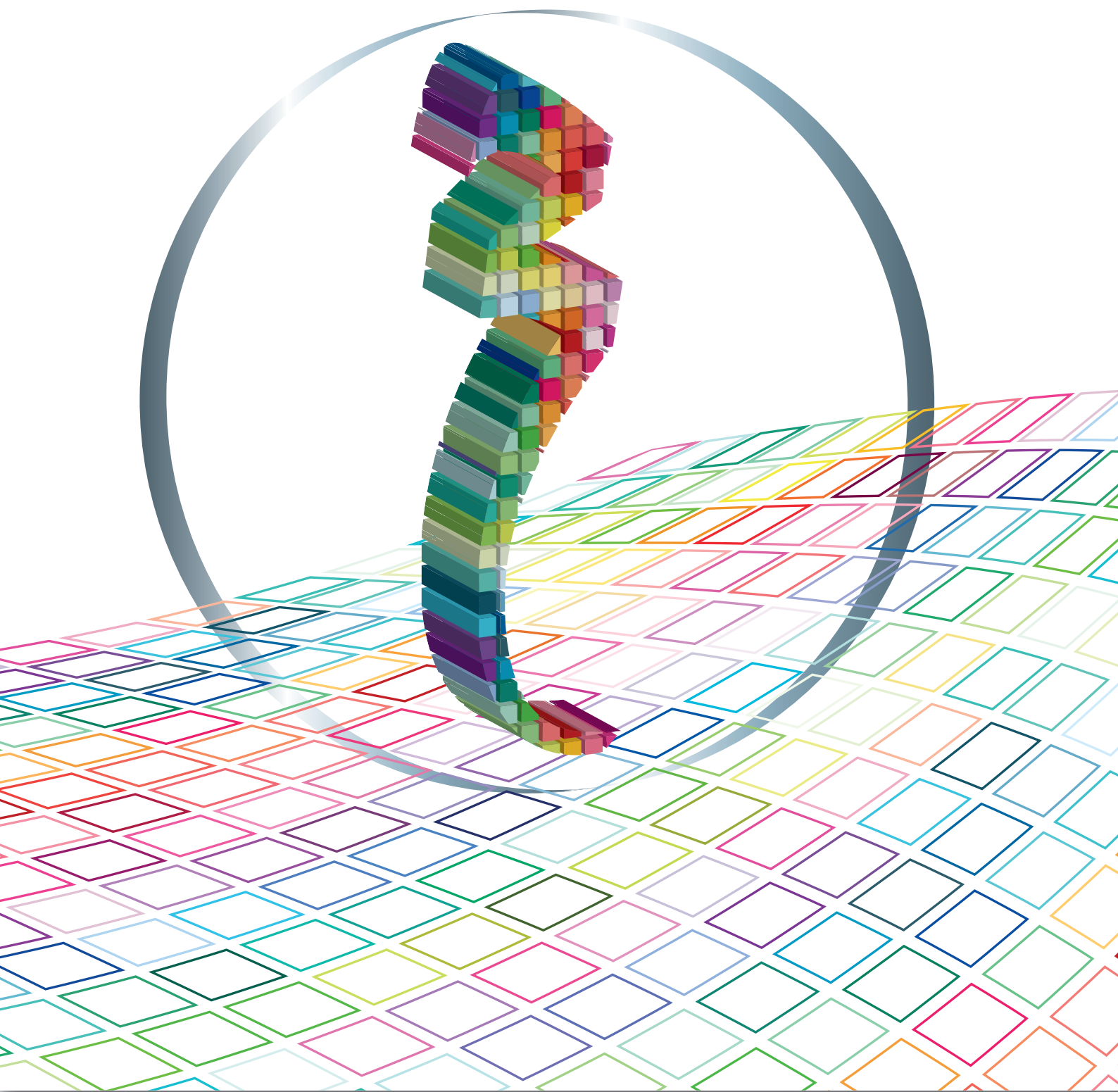
Also, 18% of patents applications are filed by universities, 29% by research centers, 21% by companies and 13% filed by natural persons meet the patentability criteria of novelty and innovation.

### III. PATENT PUBLICATION

During 2014, 1195 patents (207 of which are of Moroccan origin) were published in the publication server <http://patent.ompic.ma>.

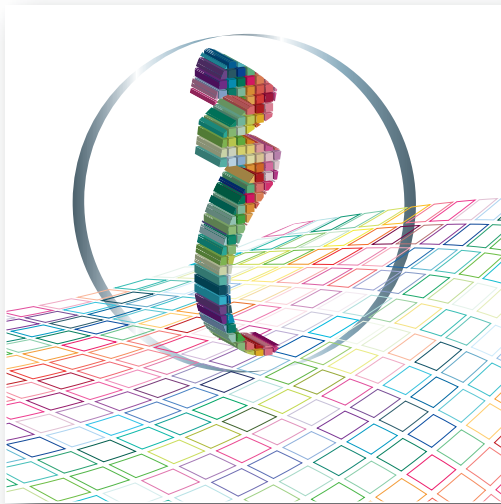
These patents are also available through the Patentscope search service (<http://patentscope.wipo.int/>) of the World Intellectual Property Organization (WIPO), the Espacenet platform (<http://worldwide.espacenet.com/>) of the European Patent Office (EPO) as well as in the Arab patents regional platform of «ArabPat» ([www.arabpat.com](http://www.arabpat.com)) which was initiated within the cooperation between Agadir Agreement Member countries (Egypt, Jordan, Morocco and Tunisia) and supported by the European Patent Office (EPO), the World Intellectual Property Organization (WIPO) and the Moroccan Industrial and Commercial Property Office (OMPIC).





**DISTINCTIVE SIGNS**

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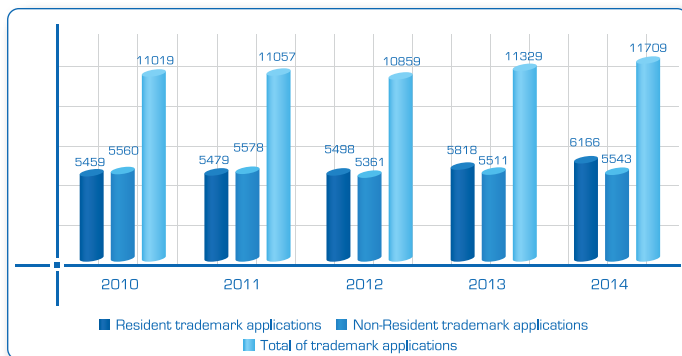
# DISTINCTIVE SIGNS

## I. TRADEMARKS

### 1. APPLICATIONS ACCORDING TO NATIONAL AND INTERNATIONAL SYSTEMS

#### A. Registration Applications

##### a. Evolution of applications



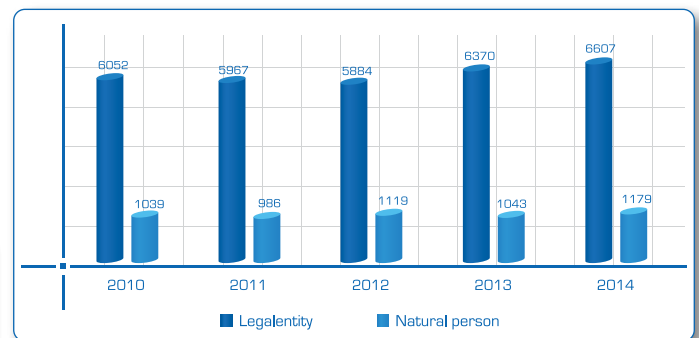
In 2014, the total number of new trademark registration applications reached 11,709 against 11329 in 2013 increasing by 3%.

Applications submitted to OMPIC (national system) in 2014 reached 7786 against 7413 in 2013 increasing by 5%.

The repartition by origin of registration applications shows that applications from Moroccan origins have, for the first time surpassed 6,000 claims going from 5818 in 2013 to 6166 in 2014, thus displaying a 6% evolution rate.

As for the applications of foreign origin, they increased from 5511 in 2013 to 5543 in 2014 increasing by 1%.

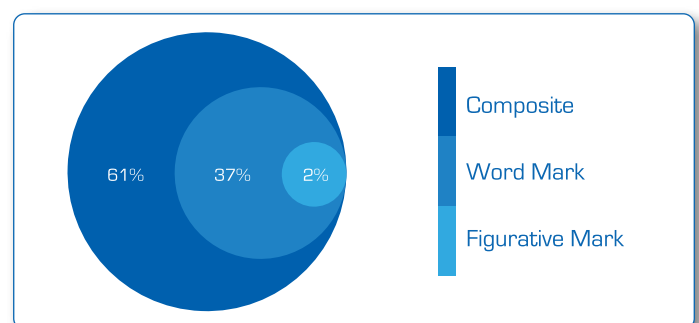
##### b. Breakdown by nature of applicants



In 2014, 85% of registration applications through the national system were made by legal entities while registration applications of natural persons only account for 15%.

The natural person applications progressed by 13% in 2014 compared to 2013, from 1043 to 1179, while those of legal entities increased by 4 %, 6370 in 2013 to 6607 in 2014.

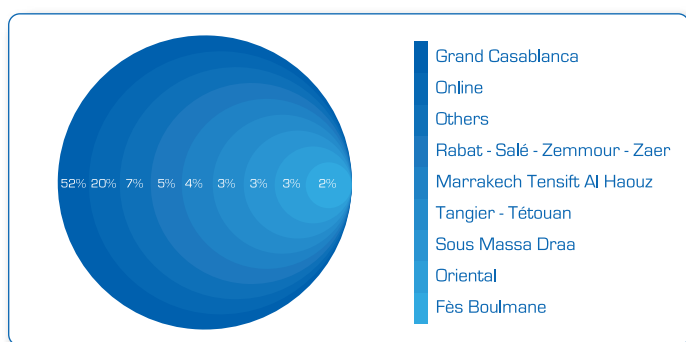
##### c. Breakdown by trademark type



The analysis of applications by trademark type shows that 61% of national applications involve composite marks followed by word marks with 37%, while other trademarks (figurative, three-dimensional) only represent 2%.

Noting that 3 three-dimensional types of trademarks were filed in 2014

**d. Regional breakdown of applications of Moroccan origin**



The breakdown of Moroccan applications by filing location shows the predominance of the Grand Casablanca with 52%, followed by the Rabat-Salé-Zemmour-Zaer with 5%, Marrakech-Tensifet-Al Haouz with 4% and the Oriental by 3%.

Online applications via the DirectInfo platform attract more and more users of the trademark system. In 2014, they recorded a considerable 74% increase compared to 2013, 723 to 1,252 in 2014.

The rate of online applications for trademarks registration increased from 12% in 2013 to 20% in 2014. This percentage involves applicants of Moroccan origin, while online filing rate for all applicant types was 29% in 2014.

This performance is mainly due to the 40% reduced rates compared to conventional applications, as well as to the ergonomic and easy to use platform.

**e. Ten most designated categories in applications of Moroccan origin**

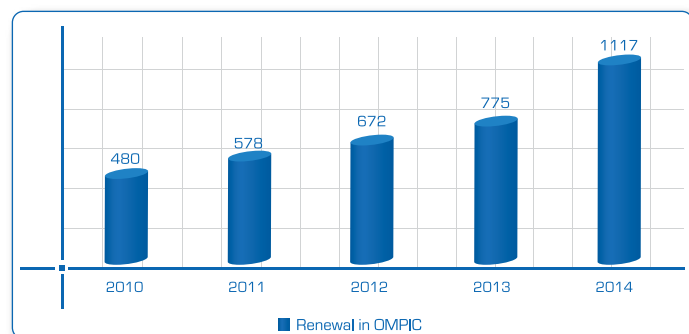
Category	Content	2014	2013	Part 2014	Difference 2014/2013
30	Food of plant origin	1108	1069	16%	4%
35	Advertising, import, export,...	1064	1252	15%	-15%
3	Cosmetics	876	658	12%	33%
41	Education; training,...	784	687	11%	14%
29	Animal source food	724	746	10%	-3%
31	Unprocessed food	548	521	8%	5%
5	Pharmaceuticals	525	505	7%	4%
43	Food services, temporary accommodation	505	392	7%	29%
36	Financial affairs	490	521	7%	-6%
25	Clothing, footwear, headgear.	440	387	7%	14%

In the light of the designated categories, it appears that the food industry and service sectors are the largest users of the trademark system, followed by the cosmetics industry.

In 2014, the categories 43 (restoration) and 25 (clothes, shoes ...) joined the top 10 most designated categories at the expense of categories 32 and 9.

**B. Renewals**

**a. Renewals Evolution**

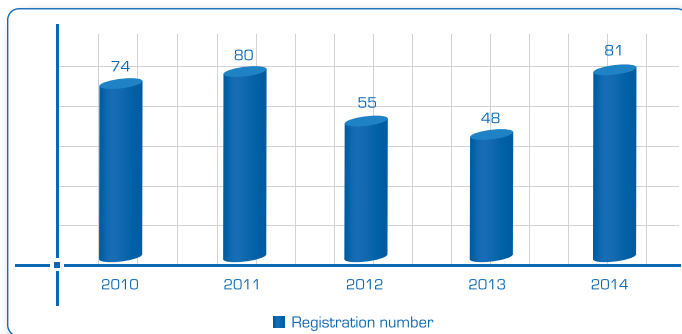


In 2014, renewal applications exceeded for the first time 1,000 applications, going from 775 in 2013 to 1,117 requests, an evolution of 44%.

## 2. INTERNATIONAL APPLICATIONS

### A. Country of Origin : Morocco

#### a. Evolution of registration requests



In 2014, registration application (Morocco as country of origin) reached 81 against 48 in 2013, thus increasing by 69%.

The most nominated countries for international registration applications of Moroccan origin are: the United States of America, France, Tunisia, Algeria, Egypt, European Union, Spain.

#### b. Evolution of Subsequent Designations

In 2014, subsequent designations reached 41 requests against 36 in 2013, increasing by 14%.

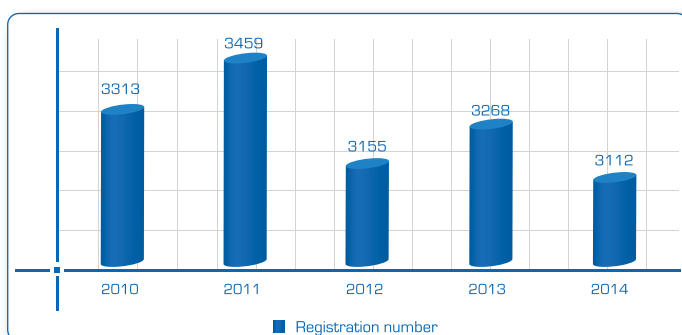
The subsequent designation is an operation allowing the trademark owner to extend protection in other state members of the Madrid system.

#### c. Evolution of renewals

Renewals of international registrations (Morocco as country of origin) during 2014 reached a total of 46 claims against 60 in 2013, decreasing by 23%.

### B. Morocco designated country

#### a. Evolution of registration applications



In 2014, 3112 new registration applications were submitted to OMPIC via the Madrid system against 3268 in 2013, decreasing by 5%.

This system allows the owner of an international trademark to obtain protection in several countries by filing a single application for registration with his or her national office.

#### b. Evolution of subsequent designations

In 2014, the decline in trademarks registration applications through the Madrid system was slightly offset by an increase of subsequent designations.

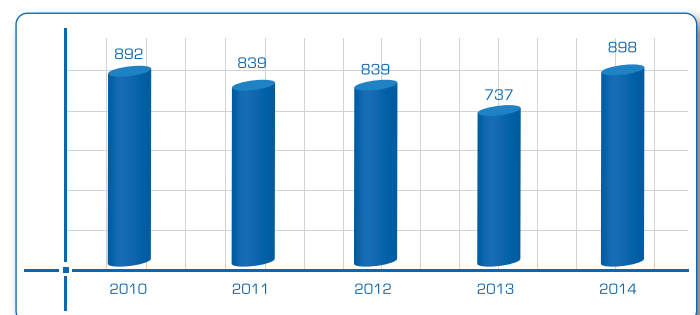
The Office received 811 subsequent designations under the Madrid system against 648 in 2013, increasing by 25%.

#### c. Evolution of renewals

In 2014, renewals of international registrations (Morocco as designated country), reached 5043 against 4882 in 2013, increasing by 3%.

## II. OPPOSITIONS

### 1. EVOLUTION OF OPPOSITIONS

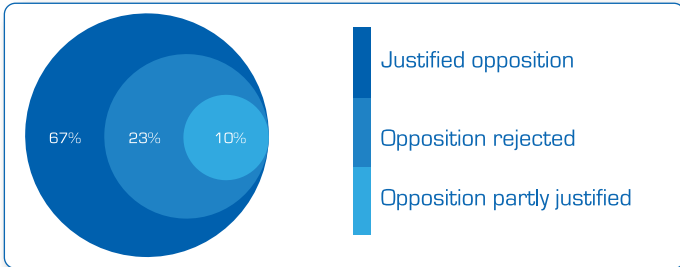


OMPIC received 898 opposition requests in 2014 against 737 in 2013, thus a 22% increase compared to 2013. The national trademark registration applications constitute 96% of opposition requests.

Opposition rates account for 7% of total trademark registration applications received by the Office against 6% in 2013.



2. DECISIONS MADE BY OMPIC



OMPIC reached 730 decisions in 2014 against 710 in 2013. The decisions supporting the opposition make 67% of all decisions rendered, 23% of decisions rejected the oppositions, while 10% related to partially justified oppositions [trademark registrations for certain goods or services].

Out of the 730 decisions issued by OMPIC, 53 were contested, meaning 7% of all decisions against 79 contested in 2013.

Furthermore, OMPIC was subject to 4 appeals by the Casablanca Court of Appeal of Commerce. Decisions have not been issued yet.

30 decisions to extend opposition proceedings were notified, 23 of which were motivated by opposition parties and 7 were made upon OMPIC reasoned decisions.

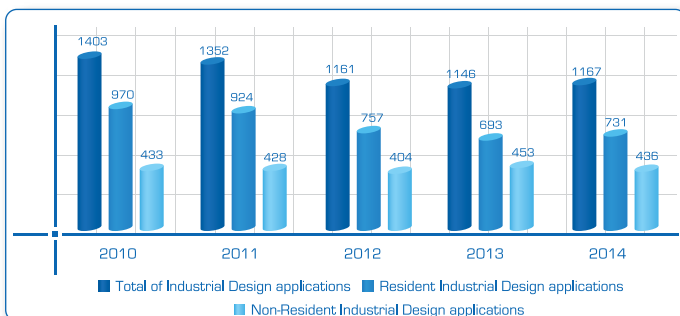
OMPIC issued 27 suspensions of opposition proceedings in 2014, 11 of which were based on suspensions of trademark applications and 16 others were based on legal actions.

III. INDUSTRIAL DESIGNS

1. APPLICATIONS THROUGH NATIONAL AND INTERNATIONAL SYSTEMS

A. Application of Registration

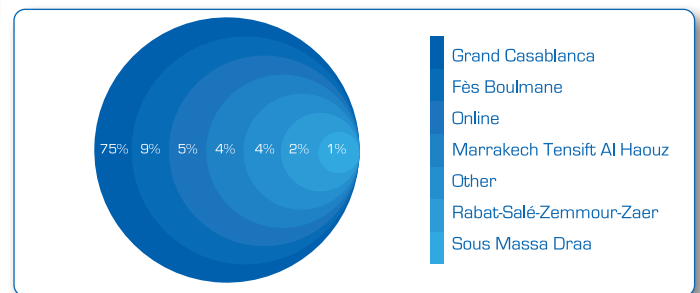
a. Application Evolution



During 2014, applications for registration of industrial designs reached 1167 including 788 applications filed directly with OMPIC.

Applications of Moroccan origin increased compared to 2013 and represent 63% of total applications received by OMPIC.

b. Breakdown by region



The breakdown by region shows that three-quarters of registered industrial designs are concentrated in the Grand Casablanca, followed by Fez Boulmane region and Marrakech Tensift Al Haouz with 9% and 4% respectively.

The main regions that have evolved this year include Meknes tafilalet and Wad Eddahab - Lagouira respectively with 400% and 100%.

In addition, 42 out of 731 applications were made online via DirectInfo, increasing by 110% compared to the same period in 2013.

c. Application design by top locarno classes (Resident Design Application)

PACKAGES AND CONTAINERS FOR THE TRANSPORT	32%
CONSTRUCTION	11%
ARTICLES OF CLOTHING AND HABERDASHERY	10%
TEXTILE PIECEGOODS, ARTIFICIAL AND NATURAL SHEET MATERIAL	7%
HOUSEHOLD GOODS, NOT ELSEWHERE SPECIFIED	7%
FURNISHING	5%

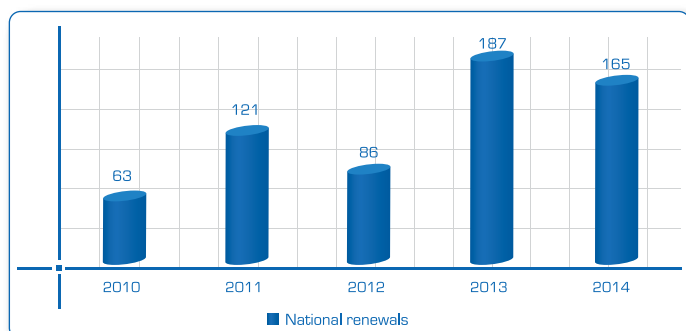
#### d. Breakdown by country of Foreign Applicant (national + international systems)

Applicantcountry	2013	2014	Dif. 2014/2013
Switzerland	207	180	-13%
France	95	118	24%
Germany	45	40	-11%
Italy	24	22	-8%
United States of America	6	11	83%
Luxembourg	4	7	75%
Panama	0	6	-
Netherlands	3	5	67%
Spain	7	4	-43%
British Virgin Islands	0	4	-

The top 10 of foreign applicants for registration in 2014 places Switzerland in 1st position followed by France, Germany and Italy.

Also, the number of applications from US and Luxembourg applicants in 2014 increased compared to 2013, with 83% and 75% respectively.

#### B. Renewals

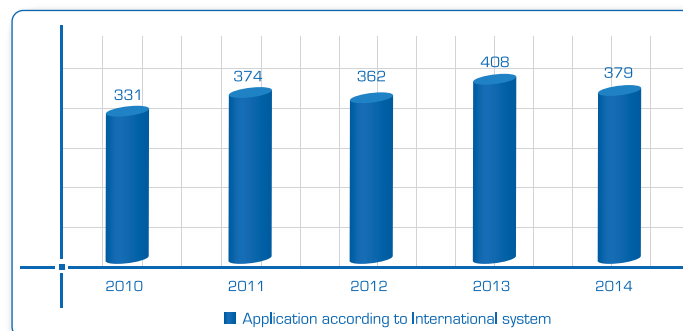


In 2014, applications for renewal of industrial designs reached 165 for 187 requests in 2013.

## 2. APPLICATIONS ACCORDING TO INTERNATIONAL SYSTEM

### A. Registration Applications

#### a. Morocco designated Contracting Party



In 2014, the number of applications for international registration of industrial designs designating Morocco reached 379 applications. The applications filed under the Hague system represent 32% of total applications received.

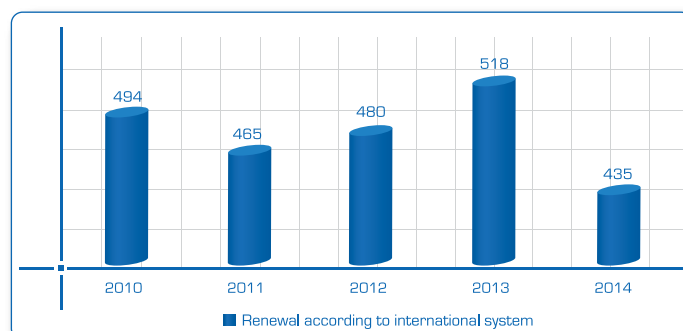
#### b. Morocco office of origin

In 2014, 5 applications were filed for international registration of industrial designs designating Morocco as the office of origin thus increasing by 400%.

The Designating contracting parties are France, Germany, Italy, Benelux.

### B. Renewals

#### a. Morocco designated Contracting Party



In 2014, OMPIC received 435 renewal applications via the Hague system.

**b. Morocco office of origin**

In 2014, 2 international applications were filed for renewal of industrial designs with Morocco as the office of origin.

**IV. GEOGRAPHICAL INDICATIONS AND APPELLATIONS OF ORIGIN**

6 geographical indications (GIs) were included in the national register kept by OMPIC including :

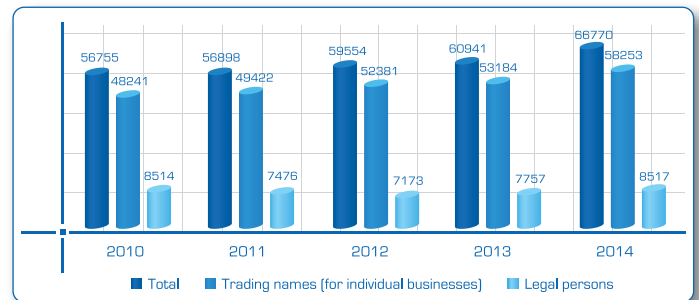
- G.I. Apple of Midelt,
- G.I. Medlars of Zegzel,
- G.I. Bouittoub Dates de Tata,
- G.I. Arbutus Honey of JbalMlyAbdessalam,
- G.I. Khoumassi (five grains) Couscous ou Moukhamess Couscous,
- G.I. Extra Virgin Olive Oil of Ouezzane.

Furthermore, OMPIC continued during this year to contribute to the work of the National Commission of distinctive marks of origin and quality (CNSDOQ) through the review of applications for recognition of geographical indications and appellations of origins filed with the Ministry of Agriculture and Fisheries.

OMPIC also followed the work of the Working Group on the Lisbon system development related to the appellations of origin in order to study the possible accession of Morocco to this system.

**V. INTENTIONS TO CREATION ( NEGATIVE CERTIFICATES)**

**1. EVOLUTION OF INTENTIONS TO CREATION**

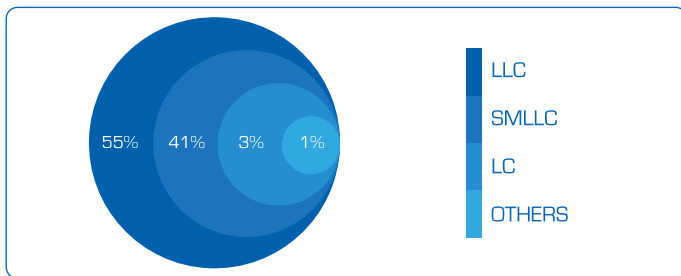


In 2014, the Office issued 66,770 trade names related to intentions to creation, increasing by 10% compared to 2013.

Compared to the previous year, trading names and legal persons have the same 10% increase and represent 13% and 87% of total intentions to creation.

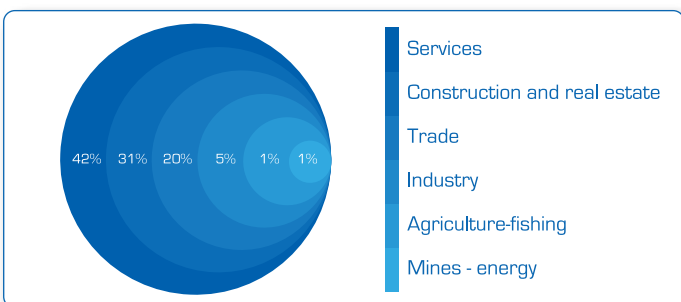


## 2. BREAKDOWN BY LEGAL FORM



The breakdown of legal creation intentions shows that the most requested legal forms are LLCs and SMLLCs with 55% and 41%, while LCs only represents 1% of total applications as usual.

## 3. BREAKDOWN BY SECTOR



During 2014, three sectors account for 94% of business creation intentions namely the service sector, construction and trade with 42%, 31% and 20%.

The industrial sector accounts for 5% of all creative intentions.



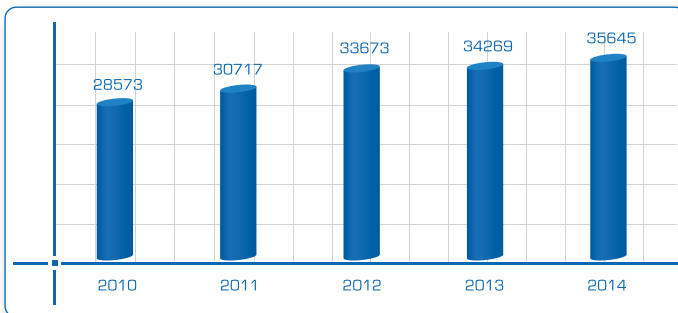
## CENTRAL TRADE REGISTRY



# CENTRAL TRADE REGISTRY

## COMPAGNIES (LEGAL ENTITIES)

### I. CREATION



In 2014, the number of newly established companies increased from 4% compared to 2013: 35 645 against 34 269 companies in 2013.

#### a. Regional breakdown

The regional breakdown of registrations in 2014 follows the same trend as the previous year : the Grand Casablanca maintains its first position with 34.4% of all new registrations, followed by the Rabat-Salé-Zemmour region (11.8%), Tangier-Tetouan (10.45%) and Marrakech-Tensift-ElHouz (9.1%)

Region	2010	2011	2012	2013	2014
Grand Casablanca	9 880	10 896	11 507	11 692	12 270
Rabat-Salé-Zemmour	3 175	3 459	3 869	4 182	4 205
Tangier-Tétouan	2 946	3 054	3 398	3 534	3 757
Marrakech-Tensift-Elhouz	2 489	2 688	3 023	3 099	3 254
Sous Massa Draa	2 014	2 132	2 325	2 324	2 492
Fès-Boulmane	1 175	1 294	1 464	1 427	1 432
Meknès-Tafilalet	1 189	1 334	1 522	1 392	1 485
Oriental Region	1 235	1 244	1 272	1 335	1 391
El Gharb_Chorda-Beni Hassan	853	857	1 028	1 125	1 228

Echaouia-Quirdigha	838	863	912	943	947
Doukkala-Abda	751	739	907	858	920
Laayoune Boujdour Sakia el Hamra	575	649	758	739	708
Tadla-Azilal	651	634	614	593	452
Oued Eddahab-Lagouira	302	341	389	388	317
Taza-Al Hociema -Taouante	298	321	353	325	493
Guelmil-Es Smara	202	212	332	313	294
<b>Total</b>	<b>28 573</b>	<b>30 717</b>	<b>33 673</b>	<b>34 269</b>	<b>35 645</b>

#### b. Breakdown by legal form

The breakdown by legal form of the companies listed in the trade registry shows a balance of limited liability companies (52.6%) and single member limited liability companies (44.6%).

The limited company stagnated at 0.6%.

	2010	2011	2012	2013	2014
<b>LLC</b>	56,9%	54,3%	52,3%	53,2%	52,6%
<b>SMLLC</b>	40,6%	43,3%	45,4%	44,4%	44,6%
<b>OTHERS</b>	1,8%	1,8%	1,9%	2,1%	2,2%
<b>LC</b>	0,7%	0,6%	0,5%	0,6%	0,6%

#### c. Breakdown by sector

	2010	2011	2012	2013	2014
<b>Services</b>	31,2%	32,3%	31,6%	32,8%	35,1%
<b>Trade</b>	32,7%	30,7%	31,1%	31,1%	28,9%
<b>Construction and Real Estate</b>	27,4%	26,6%	27,3%	25,5%	24,2%
<b>Industries</b>	6,4%	6,8%	6,4%	5,9%	5,8%
<b>Agriculture-Fisheries</b>	2,4%	2,8%	2,5%	2,6%	0,2%
<b>Mining/Energy</b>	0,9%	0,8%	1,1%	2,2%	5,8%

Overall, the «Services», «trade», “construction and real estate” sectors are still dominant. They respectively represent 35.1%, 28.9% and 24.2% of the sectors chosen by the new companies.

Also, the share of the agriculture-fisheries sector doubled in 2014 compared to 2013.

## II. MODIFICATIONS

OMPIC received 39 022 amending entries statements in the trade registry at the end in 2014 against 36 049 in 2013 representing an increase of + 8%.

### Breakdown by modification type

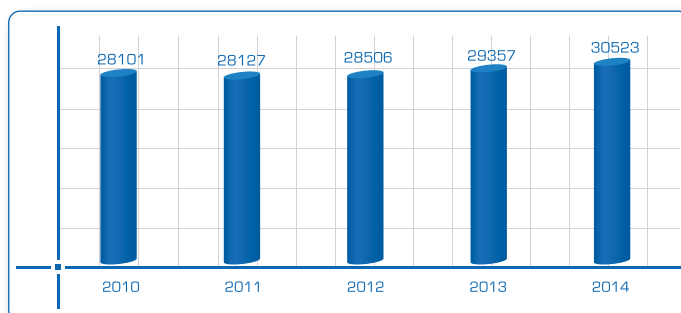
The table below describes the main legal events involved in amending statements entered in the trade registry.

	2013	2014	Diff. 14/13
Change of representative/manager	12890	13705	6%
Change affecting the associates	9460	10197	8%
Transfer of shares	9484	10208	8%
Change of address	8768	9905	13%
Capital increase	5488	5037	-8%
Change of activity	3626	3596	-1%
Change of legalform	3328	3841	15%
Change of name	1076	1068	-1%
Courts Transfer	689	723	5%
Capital decrease	373	418	12%

**NB : a change statement may involve several legal incidents (on average 3 events per model).**

## INDIVIDUAL COMPANIES (NATURAL PERSONS)

### I. CREATION



30 523 new individual companies (natural persons) were registered in the trade registry in 2014, recording an increase of 4% compared to 2013.

### a. Breakdown by region

Region	2010	2011	2012	2013	2014
Tangier-Tétouan	2 991	3 419	3 607	4 163	4 304
Oriental Region	2 318	2 576	2 542	3 104	3 371
Grand Casablanca	3 518	3 180	2 954	2 822	2 916
Sous Massa Draa	2 415	2 488	2 478	2 648	2 674
Rabat-Salé-Zemour	2 204	2 161	2 205	2 226	2 390
Marrakech-Tensift-Elhouz	2 039	1 950	2 040	2 021	2 191
Meknès-Tafilalet	2 014	1 941	1 884	1 866	1 980
Fès-Boulmane	1 425	1 577	1 624	1 504	1 565
El Gharb-Chrarda-Beni Hassan	1 685	1 380	1 420	1 447	1 559
Echaouia-Ouirdigha	1 676	1 414	1 489	1 499	1 511
Laayoune Boujdour Sakia el Hamra	1 264	1 401	1 327	1 371	1 484
Taza-Al Hociema-Taouante	1 029	1 156	1 244	1 363	1 300
Doukkala-Abda	1 493	1 485	1 539	1 436	1 211
Tadla-Azilal	1 066	1 037	1 076	898	995
Guelmil-Es Smara	522	611	652	535	675
Oued Eddahab-Lagouira	442	351	425	454	397
<b>Total</b>	<b>28 101</b>	<b>28 127</b>	<b>28 506</b>	<b>29 357</b>	<b>30 523</b>

Noting that the Tangier-Tetouan region holds the first position in the ranking of new companies creations since 2011.

As for the Oriental region, it comes in second place and had a strong evolution of 8.6% compared to 2013.

Also, the Grand Casablanca only represents 10% of natural persons recorded in the Trade Registry.

An increase was however recorded in the regions of Meknes-Tafilalet (6%), Marrakech-Tensift-Elhouz (7%), and Fes-Boulmane (5%).



## b. Breakdown by sector

The breakdown by sector of individual companies shows that the «trade» and «services» sectors distinguish themselves from all sectors with 56.4% and 26.2%.

Moreover, the downward trend continues to influence the evolution of certain sectors including construction and real estate business and industry.

	2010	2011	2012	2013	2014
Trade	54,3%	54,7%	55,5%	55,9%	56,4%
Services	27,1%	26,9%	26,6%	27,3%	26,2%
Construction and Real Estate	9,4%	9,1%	8,5%	8,1%	6,8%
Industries	8,4%	8,7%	8,6%	8,2%	7,0%
Agriculture-Fisheries	0,6%	0,6%	0,8%	0,5%	0,5%
Mining/Energy	0,1%	0,1%	0,0%	0,0%	3,1%

## II. MODIFICATIONS

In 2014, the amending entries statements concerning individuals registered in the Commercial Registry decreased by 0.7% (18 657 against 18 793 in 2013).

	2013	2014	Diff. 14/13
Change of Address/business	2890	2905	1%
Change of activity	3421	3299	-4%
Change of brand	837	843	1%

## CENTRALISING LEGAL INFORMATION

As part of its activity to centralize legal documents related to the creation and modification of businesses registered in the trade registry, OMPIC received approximately 164,702 documents (statutes, minutes, creation and modification templates) related to registrations made in 2014. In addition, more than 133 000 summary statements from 2013 were centralized by OMPIC during this year and were put online starting September 2014 through the website : [www.directinfo.ma](http://www.directinfo.ma).

### Filing of summary statements

	Exercise 2009	Exercise 2010	Exercise 2011	Exercise 2012	Exercise 2013
Number of summary statements presented	90682	97513	110806	123306	133858

During the last 5 years, the number of summary statements centralized at OMPIC is constantly changing (about 9% yearly). It thus went from 123,306 statements for 2012 to 133 858 in 2013.





DEVELOPMENT AND PROMOTION ACTIVITIES  
AND INFORMATION SERVICES

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# DEVELOPMENT AND PROMOTION

## ACTIVITIES AND INFORMATION SERVICES

### I. LEGAL ENVIRONNEMENT

#### Amendment of the 17-97 Law on the Protection of Industrial Property

The 23-13 draft law amending the 17/97 law on the Protection of Industrial Property was unanimously approved by the Representatives chamber on February 12, 2014 and by the House of Councilors on October 28, 2014. The draft was issued on November 21, 2014 by Dahir No. 1.14.188 of Muharram 27, 1436 (November 21, 2014) and published on December 18, 2014 in the Arabic version of the Official Gazette No. 6318.

The draft law for the application of the 17-97 law is being reviewed by the General Secretariat of the Government to be scheduled in a coming government council.

Four draft decrees were prepared for the 23-13 draft law implementation. Such decrees are designed to determine the industrial property records content, the validating body, and to determine how to register industrial property advisors in the list as well as border measures.

### II. INNOVATION RELATED ACTIVITIES

#### 1. ACTIVITIES RELATED TO TECHNOLOGICAL INFORMATION CENTRES NETWORK (TISC)

The Technological Information Centers Network (TISC) ensures the dissemination of technological information thanks to research services on patent information, which are made through close coordination between TISC focal points and the animation unit hosted at OMPIC.

The TISC Network provides, on the one hand, information services for industrial and academic sectors and

organizes, on the other hand, training, information and awareness actions on the proper use of the industrial property system including patents as a tool for the protection, information and inventions and R&D boosting. 2014 saw the accession of eight organizations to the TISC network. Al Akhawayn University, the International University of Agadir (Universiapolis), Mohammedia School of Engineers (EMI), the Technopark Business Association (ASTEC), ENSA Agadir, ENSAM Casa, EMSI and Morocco R&D association.

Network members has thus reached 43 organizations including universities, research and development centers, business representatives and a technical center. These bodies are home to 56 TISC focal points including 3 new DPCIs namely Laayoune, Oujda and Marrakech.

Two training sessions were organized for the focal points officials about :

- Preparation of patents applications.
- Research and analysis of patent information.

Also, 17 information workshops were organized in collaboration with members of the TISC network to raise awareness of entrepreneurs, researchers, PhD students and students on the system of intellectual property including TISC research services.

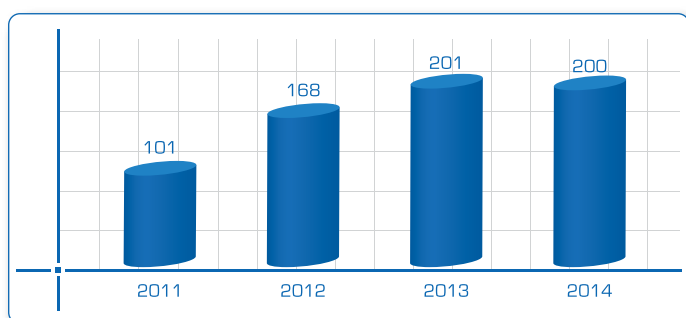
A seminar on strengthening innovation support and commercialization of R&D and patents results was organized for the Organization of Islamic Cooperation (OIC) states members. The seminar was held on June 11, 12 and 13 2014 in OMPIC headquarters.

2014 also knew the launch of a cooperation project with WIPO's African Bureau for the establishment of

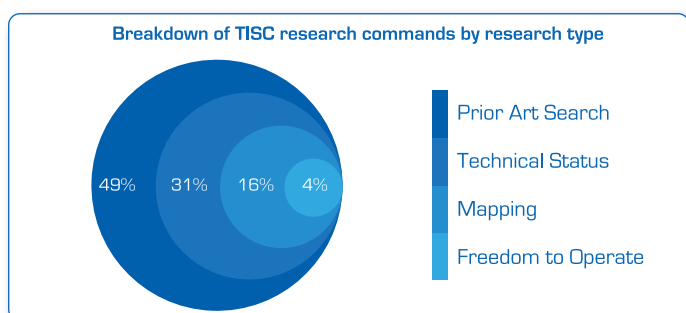
a distribution network of patent information in African states during a seminar organized in Casablanca on October 21, 22 and 23, 2014.

The information and documents related to the TISC network activities are available on the [www.tisc.ma](http://www.tisc.ma) website.

### A. TISC Search commands received and processed in 2014



In 2014, 200 research orders were sent from the TISC focal points to the animation unit based in OMPIC, registering a slight -1% decrease compared to 2013. This decrease is due to the decentralization of research implementation, part of which is prepared at the focal points level adequately trained in research techniques.



The distribution of these services by research type shows that prior art search accounts for 49% of received applications, followed by research of the technical status, with 31%, and then research of mapping patents with 16%.

## 2. ACTIONS WITH UNIVERSITIES, RESEARCH CENTRES AND CLUSTERS

As part of the promotion of innovation, creativity, and good use of scientific research results in Moroccan universities and research centers, OMPIC signed two agreements in 2014 of partnership and research promotion by patenting with Mundiapolis University and

Alakhawayn University. 37 agreements in total were signed with 12 Moroccan universities, the School of Textiles and Clothing Industries (ESITH), the National Institute for Agricultural Research (INRA), Mundiapolis university, Al Akhawayn University and IRESEN since 2006.

As part of these partnerships with universities and research centers, OMPIC has conducted actions for training, information and awareness with academic institutions and research centers in 2014, mainly :

- Launch of research projects 'sourcing' by holding meetings with the heads of laboratories of targeted scientific institutions, including the faculties of Science of UH2, UM5, ESITH, EMI and Al Akhawayn University,
- OMPIC's Participation in the organization, along with UM5, of the second edition of Innovation Day : OMPIC awarded five medals to the principal applicants of patent applications for inventions of Moroccan origin,
- The organization of information and training actions for the benefit of engineering students, PhD students and academic researchers of several universities and engineering schools including Mohamed V University, ESITH and member organizations of the TISC network. These information and training activities focused on industrial property, mainly invention patent

In addition, among the activities carried out by OMPIC to value the research results :

- The organization of individual interviews with students, PhD students and academic researchers on projects likely to be the subject of filing patents, this action resulted in the protection of patents.
- OMPIC's contribution in events organized by partner universities such as: the selection of Eminov projects candidates in Mohammedia School of Engineers, and candidate projects at the «STARTECH AFRICA» innovation competition organized by ENSAM Casablanca under the theme "Technological Innovation in the 21<sup>st</sup> century Africa".

These outreach activities in universities contributed to the increase in patents filing in the last five years. The number of patent applications from universities increased from 11 in 2009 to 130 in 2014.

Also, OMPIC actively contributes to the implementation of patents development structures (TTO), with the support of a foreign expert in the universities concerned.

### III. PROMOTIONAL ACTIVITIES

As part of its mission to raise awareness and promote industrial and commercial property of economic operators and the public, OMPIC organized several actions in 2014, including :

#### 1. MOROCCO-AWARDS, HONORING BRANDS

The Morocco-Awards, featuring Moroccan brands, the annual event that rewards and promotes Moroccan brands, began their 6<sup>th</sup> edition with a positive balance consolidated through the last five editions and marked by the level of award-winning brands, jury and audience quality, and the importance of the media coverage this event had.

The launching of this edition was held on December 18 further to a press conference at the OMPIC headquarters under the theme «Moroccan brands, growth enablers».

This edition included several novelties such as the «Moroccan Brand of the Year» award, which will be awarded after a ranking of the top brands depending on the economic benefit they generate and their ability to generate profits. A study will be conducted to this end, in partnership with an international firm specialized in the brands ranking to highlight the top 50 according to their economic and financial value.

Other new trophies will be awarded by the Jury: «branding», «innovation» and «the brand of the future,» trophies in addition to the «brand goes global» award and «Audience Award» that is chosen from an opinion poll on Moroccans' favorite brand. The 2015 edition will also know the presentation of a «local brand» trophy that will reward the brand that protects and promotes the products and services of the region and contribute to its economic development.

#### 2. SEMINARS AND INFORMATION DAYS

- Information meeting about industrial property for the benefit of members of the Committee on productive sectors of the House of Representatives, in order to review the 23-13 draft law for the protection of industrial property.
- Regional workshop on technology information for industrial property offices of Arab countries, organized by the World Intellectual Property Organization in collaboration with OMPIC.
- Seminars in Tangier and Oujda on «the strategic use of industrial property and fighting tools against counterfeiting : Challenges and Prospects for Area businesses.»



IP Information meeting with members of the Representatives chamber (Committee of productive sectors), chaired by Moulay Hafid ELALAMI

- Celebration of World Anti-Counterfeiting Day through the organization of an information and awareness day on the socio-economic impact of counterfeit under the theme «knockoffs can be expensive : I buy the real deal», in partnership with the International Chamber of Commerce (ICC) and the Business Action to Stop Counterfeiting and Piracy (BASCAP).

- Seminar on the 2014 Global Innovation Index (GII) edition in collaboration with the World Intellectual Property Organization (WIPO) to analyze Morocco's ranking in the index and exchange on best international practices to draw useful lessons.

- International seminar on strengthening innovation support and commercialization of R&D and patents results for the Organization of Islamic Cooperation (OIC) state members, in collaboration with the Islamic Centre for Development of Trade (ICDT) and the World Intellectual Property Organization (WIPO).

- Regional seminar on the importance of developing and implementing national policies on intellectual property and promoting research, innovation and competitiveness, organized in collaboration with the Japanese Patent Office (JPO) and the World Intellectual Property Organization (WIPO).

### 3. TRADESHOWS

In 2014, OMPIC took part in the 2nd edition of Hub Africa, held April 24-25, 2014 and in the France-Morocco partnership forum, May 20, 2014.

OMPIC also took part in the Official Exhibition of Moroccans Living Abroad «JExpo» and in the Textile Fair «MarocIn Mode/Maroc Sourcing ».

### 4. INDUSTRIAL PROPERTY PRE-DIAGNOSIS

In 2014, OMPIC made 31 industrial property pre-diagnosis, as part of the services OMPIC offers to support innovative companies in the development of an industrial property strategy.

27 pre-diagnosis are technological and 4 commercial, 8 of which were made by DPCI Fez, 3 by the DPCI of Asfi and 2 by DPCI BeniMellal under the regionalization of the service.

Companies that have benefited from the pre-diagnosis operate in different areas, namely textiles, IT, mechanic-electricity, food, agriculture, crafts and others.

Also, 2014 saw the signing of a partnership agreement to support companies in the field of industrial property, with the National Institute of Industrial Property INPI in France and the French Chamber of Commerce and Industry of Morocco CFCIM.

## 5. INTERNATIONAL COOPERATION

Many international cooperation activities were carried out in 2014. They are as follows :

### A. BILATERAL COOPERATION

#### 1. National Institute of Industrial Property (INPI - France)

OMPIC and INPI held their 20<sup>th</sup> joint commission on industrial property on May 19 to 21, 2014 in Casablanca.

On this occasion, both offices leaders took part in several activities, namely :

- Participation in a seminar in Tangiers on «Industrial Property and tools to fight counterfeiting»,
- Visit to the Renault plant in Tangier,
- Participation in the France-Morocco Partnership Forum,
- Signing of a partnership agreement between OMPIC, INPI and the French Chamber of Commerce and Industry of Morocco (CFCIM) to support businesses in industrial property.

#### 2. Spanish Patent and Trademark Office (SPTO)

OMPIC and SPTO held their 7<sup>th</sup> Joint Commission on Industrial Property in OMPIC headquarters in Casablanca on April 2 and 3, 2014.

On the sidelines, OMPIC organized along with the Spanish Chamber of Commerce, Industry and Navigation of Casablanca and in collaboration with the SPTO, a seminar on «the role of the brand in business development.»

Furthermore, OMPIC participated in the World Anti-Counterfeiting Day, held in Algeciras on June 2, 2014 and the Hispano-Moroccan day on Industrial Property, organized November 18, 2014 in Alicante - Spain.

### 3. National Institute of Industrial Property (INPI - Portugal)

The Moroccan Industrial and Commercial Property Office (OMPIC) and the Portuguese Institute of Industrial Property (INPI) signed Thursday, November 27, 2014 in Lisbon, a cooperation agreement in the field of industrial property.

This agreement is part of the framework of cooperation strengthening between the two offices and development of industrial property systems in the two countries. It aims to :

- Contribute to the improvement of the industrial property system in both countries,
- Improve procedures and tools and enhance the quality of decisions issued by INPI and OMPIC,
- Improve skills in the field of industrial property and promote its use,

- Strengthen fighting measures against counterfeiting.

Following this meeting, the two offices agreed to an activity program including :

- Exchange of experience to develop the services offered by both offices, including online services,
- Exchange of experience in patents examination,
- Joint organization of training activities for their French speaking and Portuguese speaking countries partners in Africa.

### 4. Saudi Patent Office

As part of the technical cooperation agreement between OMPIC and the Saudi Patent Office and as provided in their cooperation program, OMPIC visited the Saudi office headquarters on September 15 and 16, 2014 in order to exchange experiences and expertise in the following areas :

- «Arabpat» platform for patents publication in the Arab countries,
- Information system, online services and electronic document management system,
- Training on patents related aspects,
- Exchange between Moroccan and Saudi Technological Information Centers (TISC) networks
- Exchange of expertise in patent information research and analysis.

### 5. National Institute for Standardization and Industrial Property (INNORPI - Tunisia)

On the occasion of the royal visit to Tunisia, the Moroccan Industrial and Commercial Property Office (OMPIC) and the National Institute for Standardization and Industrial Property (INNORPI - Tunisia) signed a cooperation protocol in industrial property on May 30, 2014.



Signature of cooperation agreement OMPIC - INPI (Portugal)

Both offices also held their third joint committee in Tunis on October 16-17 2014, where they discussed cooperation projects progress and established a work program for 2014-2015.

## 6. United States Patent and Trademark Office (USPTO)

OMPIC and the United States Patent and Trademark Office held working meetings to establish a cooperation program in the field of industrial property between Morocco and the United States of America.

In this context, OMPIC and USPTO organized a mission for the benefit of Moroccan judges specialized in criminal law in Washington on May 27 to 30, 2014.

In addition, OMPIC and the USPTO conducted a workshop for customs officers on border measures in Casablanca on December 15 to 17, 2014.

## B. Plurilateral Cooperation

### 1. World Intellectual Property Organization (WIPO)

OMPIC chaired the 31<sup>st</sup> and 32<sup>nd</sup> sessions of the Standing Committee on the Law of Trademarks, Industrial Designs and Geographical Indications (SCT), held in Geneva, respectively on March 17 to 21, and November 24 to 26, 2014.

Furthermore, WIPO chose OMPIC as a pilot office as part of the project on industrial designs. The objective of this project is to encourage small and medium enterprises, which play an active role in creating and marketing designs, to have more frequent recourse to the intellectual property system to protect and make the most of their creations. This project also aims to develop a national strategy for industrial designs and to support SMEs in the development of an appropriate industrial design policy.

Regarding the technical side, OMPIC made the launch and pre-production of the Industrial Property Administration System «IPAS».

### 2. African Intellectual Property Organization (OAPI)

OMPIC and the African Intellectual Property Organization (OAPI) held their 3<sup>rd</sup> joint commission on industrial property on March 12 to 14, 2014 in Casablanca.

Meanwhile, the two offices organized a seminar on «brand development role in Central, West Africa, and Morocco», which aimed to show the importance of industrial property, mainly the trademark, brand and service mark in business growth strategy and international expansion, particularly in Africa.

Also, as part of its various activities, OMPIC received representatives of the following offices : Benin, Burkina Faso, Côte d'Ivoire, Gabon, Guinea, Mali, Mauritania, Senegal, Togo.

### 3. Office for Harmonization in the Internal Market (OHIM)

The Moroccan Industrial and Commercial Property Office (OMPIC) and the European Office for Harmonization in the Internal Market (OHIM) held their second joint commission on industrial property on June 2, 2014 in Casablanca.

The joint 2014-2015 cooperation program is organized around the following activities :

- Integration of OMPIC filed industrial designs database in OHIM's DesignView database,
- Participation of both offices in the project targeting the implementation of the Arabic version of the Nice Agreement for International Classification,
- Coordination between the two offices to provide some cooperation activities to the Agadir Agreement member countries,
- Exchange of experience on the tools and information systems developed by both offices for the management of brand and industrial designs registration and processing and fight against counterfeiting,
- Participation of both offices in training and awareness activities.

#### 4. Agadir Agreement member countries

In the context of cooperation between the Agadir Agreement member countries (Morocco, Egypt, Jordan and Tunisia) and further to the meetings respectively held in Casablanca and Amman, April 24, 2014 and June 23, 2014 and the meetings that took place in Geneva on the sidelines of the WIPO Member States General Assemblies, OMPIC organized, in coordination with the Agreement technical Unit, a regional meeting on cooperation projects in industrial property between these countries' national offices.

A regional meeting was held on December 10, 2014 to sign of a memorandum of agreement and to launch the Arabpat platform.

#### 5. European Union

OMPIC, Intellectual Property group leader, participated in the 4<sup>th</sup> round of negotiations for a comprehensive and thorough free trade agreement between Morocco and the European Union, on April 7, 2014 in Brussels.

#### 6. SERVICE CENTRES

In the context of developing interfaces allowing access to its services, OMPIC signed in 2014 three new partnership agreements with the Chambers of Commerce and Industry of Al-Hoceima, El Jadida and Oujda for the implementation of the Industrial and Commercial Property service to provide local services to customers.



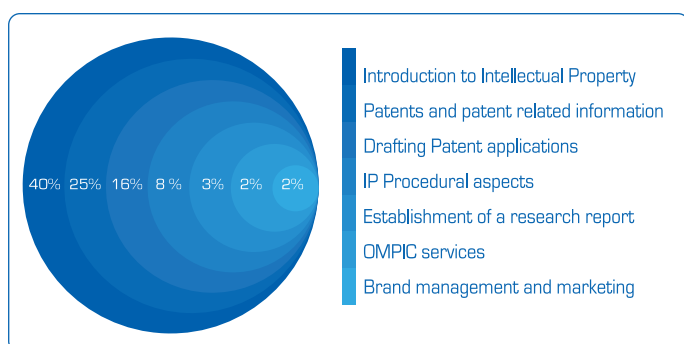
Signature of a memorandum of understanding between the IP offices of countries member of the Agadir Agreement



#### IV. ACTIVITIES OF THE MOROCCAN ACADEMY OF INTELLECTUAL AND COMMERCIAL PROPERTY (AMAPIC)

2014 was marked by 17 classroom training for the benefit of 375 Moroccan and foreign students, from universities, R&D centers, companies, institutions and professional associations.

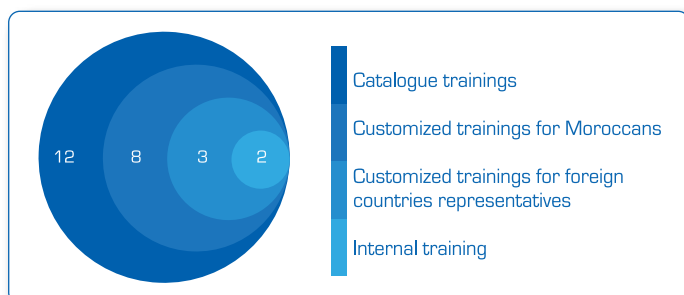
##### Training breakdown by thematic



The training breakdown by thematic showed that 40% of these trainings relate to the IP initiation module, followed by modules on patents and information related to patents, with 25% each and 16% for the one on drafting patents.

##### Training breakdown by organizational form

The trainings provided by the catalog reached 50%, followed with 30% by those performed internally and by the customized ones for the benefit of foreigners and those customized for the benefit of Moroccans (10% each).



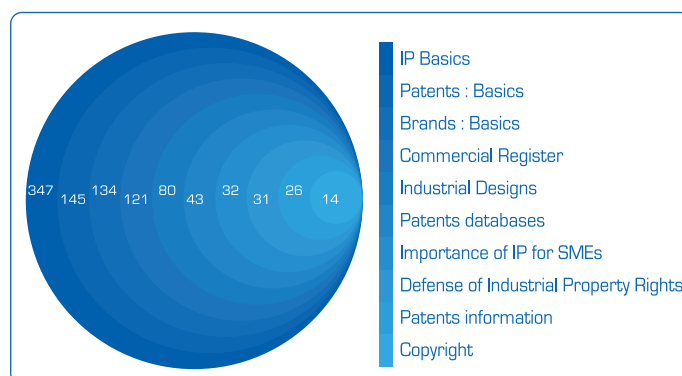
##### Online Training

Regarding online training, 12 modules on intellectual and commercial property have been developed by firms expert in the field. The titles of twelve modules are :

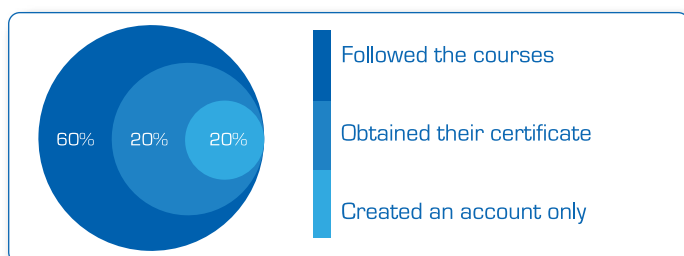
- Patents : Basics
- Brands : Basics
- IP Basics in French
- IP Basics IP in Arabic
- Industrial Designs
- Commercial Register
- Importance of IP for SMEs
- Online services tutorials
- Research support
- Patents information
- Patents databases
- Defense of Industrial Property Rights

##### Online Courses Distribution

1,000 students from academia and the private sector enrolled in online courses on intellectual and commercial property since its launching in September 2013. 40% of these courses involve «Introduction to Intellectual Property» module, 10% each «Patents : Basics,» «Introduction to Intellectual Property», «Brands : Basics» and «Copyrights».



### Distribution by learners type



The share of students who took e-learning modules reached 60%, followed by those who obtained a certificate and those who have only created an account with 20% each.

Also, about 20 Moroccan participants registered in 2014 to the online courses offered by the World Intellectual Property Organization (WIPO).

2014 also saw AMAPIC related activities :

- Launching a market for the development of new e-learning modules, including on the new industrial property law, litigation, trade names, as well as the

Arabic translation of 5 modules : patents, trademarks, industrial designs, trade register, and copyright.

- Starting a Master's degree project in Intellectual Property in Morocco
- Expert visit of the INPI to exchange good practices related to engineering and promotion of training and assistance for the establishment of Animation Certificate in Industrial Property (CAPI)
- Launching an online training of trainers by EPO for the benefit of a few TISC focal points and some OMPIC individuals,
- Online training of some academics and OMPIC individuals on WIPO online modules,
- Visit of the training academy on Intellectual Property in Tunisia for a training exchange between the two academies,
- Signing a training agreement with Hassan I University Settat.

## V. INFORMATION SERVICES

### Online Services

	Brand	Brand Renewal	Industrial design	CN	Statutes et minutes	Financial Statements	CAC Report	Financial Information	FCE	Total
2010	743	-	-	2915	1265	23338	582	378	1306	30527
2011	795	-	-	3560	1373	23246	492	319	1973	31758
2012	992	-	-	4189	2073	29152	425	544	947	38322
2013	1743	47	20	4947	3241	29190	972	220	843	41223
2014	2268	257	42	9991	4372	36571	917	100	970	55488
2014/2013	30%	447%	110%	102%	35%	25%	-6%	-55%	15%	35%

OMPIC recorded 55,488 transactions online via www.directinfo.ma against 41,223 in 2013, a 35% trend rate.

The most significant changes recorded during this year compared to 2013 are :

- + 447% for brands renewals
- + 110% for the deposit of industrial designs
- + 102% for CN requests

- + 35% for consultation of Statutes and minutes
- + 30% for brand applications
- + 25% of consultations financial statements.

### Consultation of legal information

	2010	2011	2012	2013	2014	2014/2013
PM Information	5436	8480	10968	5669	3138	-45%
PP Information	1430	2322	3381	1115	152	-86%

Since 2012 , the number of consultation of legal information is steadily declining. Indeed, DirectInfo allows users to consult for free information on companies such as capital, activity, state of the trade register ...

In parallel to this decline, it should be noted that the number of visit to the website progressed significantly from 74 000 in 2013 to 202 000 in 2014.

**Front office (Information on the trade registry)**

	Providing information to REPIC	Providing information to Casablanca Front Office	Providing information to institutions	Total
<b>2014</b>	4690	4869	2462	12021
<b>2013</b>	6515	4764	2558	13837
<b>2014/2013</b>	-28%	2%	-4%	-13%

The information at the front office level knew a 2% evolution in 2014 compared to 2013; going from 4764 to 4869 information request.

As for information from regional offices, 4690 applications were received against 6515 in 2013, representing a 28% decrease.

**VI. DEVELOPMENT OF INFORMATION SYSTEM**

In 2014, the following development activities of the information system were completed :

- Implementation of an international brand management system. This system also enables an automated exchange of trademarks filed by Moroccan companies or designating Morocco with the World Intellectual Property Organization. This system was presented at the Madrid Working Group on October 23-24, 2014 in Geneva.
- Entry into force of IPAS for patents management. This system was provided by the World Intellectual Property Organization under the cooperation program with this organization and enables OMPIC to modernize its patents management tool.
- Introduction of patents online filing : This project was carried out in collaboration with the European Patent Office. It allows patents applicants to submit their applications online and offers a very high level of security in line with international standards.

- Implementation of the decision-portal of industrial and commercial property dedicated to the public providing statistics and indicators on the central trade registry. This portal is accessible via the website : [www.ompic.ma](http://www.ompic.ma).

- Data integration of industrial designs in the Moroccan DesignView platform, a research platform for industrial designs developed by OHIM (Office for Harmonization in the Internal Market [Trademarks and designs], available at : <https://www.tmdn.org/tmdsview-web>.

- Redesign of the institutional OMPIC portal [www.ompic.ma](http://www.ompic.ma). This redesign allows the introduction of new technologies at the site architecture level, its referencing, accounting and ergonomics. The new version will be published on the occasion of the entry into force of the 23-13 law.

- Implementation of the virtual and backup platforms. This project is designed to upgrade OMPIC with an efficient, flexible and highly available physical infrastructure.

- Upgrading the TOIP platform and implementation of a video conference solution. This solution has already been used in meetings with OMPIC’s national and international partners.

- Implementation of an integrated IT solution for HR management. In addition to an HR portal dedicated to communication and information for staff, this solution can offer functions such as payroll, career follow up, training tracking, leave management...



- Establishing a budget computer solution for general accounting.
- The establishment of an electronic mail system management. This system can provide several functions to ensure follow up of incoming and outgoing mail by including a specific workflow for each type of mail.
- Launch of two audits of security and networks. The audit recommendations resulted in a call for bids for the upgrade of OMPIC security system.
- Completion of several optimizations and improvement of automatic system processing of summary reports. These improvements have reduced the processing time and improved data quality.

## **VII. ACTIVITIES OF THE NATIONAL COMMITTEE FOR INDUSTRIAL PROPERTY AND ANTI-COUNTERFEITING (CONPIAC)**

2014 was marked by the plenary meeting of CONPIAC held on February 28, 2014 at the Ministry of Industry, Trade, Investment and Digital Economy. This meeting was an opportunity to review CONPIAC activities in 2013 and approve its 2014 Action Plan.

On the basis of the aforementioned action plan, CONPIAC conducted in 2014 actions that have included :

- Launch of [www.stopcontrefacon.ma](http://www.stopcontrefacon.ma) which provides different sections on CONPIAC and questions on fighting counterfeiting.
- Edition of the «Guide of procedures for prevention and punishment of counterfeiting» aimed, among others, at businesses.

- Organization of regional actions such as a seminar on industrial property and the tools to fight against counterfeiting : challenges and opportunities for businesses in the Northern and the Oriental region, in Tangiers, May 19-20, 2014 and Oujda November 13, 2014, followed by a hands-on workshop.
- Organization of the World Anti-Counterfeiting Day under the theme : «Knockoffs can be expensive : I buy real deal», in the headquarters of the Moroccan Office of Industrial and Commercial Property (OMPIC), June 5, 2014. This day aimed to raise awareness of economic operators and the general public on counterfeit issues, its impact on the economic fabric of the country and its danger on health and safety of consumers. It was also the occasion to present the measures against counterfeiting through projections showing the ravages of this phenomenon, as well as the actions of the various stakeholders in this fight within the CONPIAC.

Furthermore, CONPIAC members took part in different events on the fight against counterfeiting, namely :

- Presentation of Morocco's experience in the fight against counterfeiting in the CONPIAC at the 2<sup>nd</sup> meeting of the working group on illicit trade, organized in France by OECD in March 2014.
- CONPIAC-USPTO meeting on the fight against counterfeiting in Morocco, held in OMPIC headquarters, on March 12, 2014;
- Contribution to the work of the 3<sup>rd</sup> CNACs Euro-Mediterranean meeting, held in Rome, November 25, 2014, and signed a joint statement on this occasion.



# RESSOURCES AND INFRASTRUCTURES

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# RESSOURCES

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## AND INFRASTRUCTURES

### I. HUMAN RESSOURCES

In 2014, the Human Resources indicators were characterized by :

- The supervision ratio is 90% of total staff;
- A slight gender change, which increased from 50% to 53% in 2014, with 57 women and 51 men;
- Maintaining the average age, which rose to 35.7 years.

Also, this year has known :

- Recruitment of 6 people increasing the workforce to 108 employees, the breakdown of employees is as follows :
  - 17 senior executives
  - 56 2<sup>nd</sup> category executives
  - 21 of 1<sup>st</sup> category executives
  - 5 senior technicians
  - 8 technicians
  - 2 executants
- Promotion of 8 people :
  - 2 from 2<sup>nd</sup> category executives to senior executives
  - 3 from 1<sup>st</sup> category executives to 2<sup>nd</sup> category executives
  - 1 senior technician to 1<sup>st</sup> category executive
  - 2 executants to officers to technicians

As far as training goes, several actions were carried out for the benefit of OMPIC staff :

- Implementation of training program plans as part of the training agreement signed with the Hassan II University (the rate of training completion reached 94% at the end of November 2014);
- Signature of a training agreement with the ISCAE group;
- Continued training programs to develop professional skills, as well as trainings on intellectual property especially in collaboration with the World Intellectual Property Organization (WIPO), the European Patent Office (EPO); and the National Institute of Industrial Property (INPI-France).
- English language training.

In addition, three decisions on staff status have been revised as follows :

- Increase of the gross performance bonus from 8% to 12% of the gross operating profit (EBITDA)
- Increase of the total payroll annual premium amount from 5% to 8%,
- Implementation of a promotion system category, review of professional competence (EAP), enabling the promotion of 13% of the original category size after justification of at least 6 years seniority; instead of a 10 years seniority provided by the original promotion system.

## II. FINANCIAL RESSOURCES

Services provided	Realizations 2013	Realizations 2014	Evolution Rate	Part
Trademark	21 794 868,00	22 388 291,82	3%	36%
Commercial Names	13 745 200,00	14 437 964,00	5%	23%
Patent services	9 343 865,03	11 274 194,00	21%	18%
Information services related to Industrial and Commercial Property	5 582 023,18	7 075 516,00	27%	12%
Former Operations	1 536 180,00	1 992 960,00	30%	3%
Industrial Designs	1 448 419,95	1 481 681,93	2%	2%
Publications	1 440,00	-	-100%	0%
Industrialawards	720,00	-	-100%	0%
AMAPIC Training services	91 200,00	350 400,00	284%	1%
Stamp duty on Negative Certificates	1 340 120,00	1 232 780,00	-8%	2%
Interests and other financial products	1 344 797,57	1 205 564,90	-10%	2%
Otherproducts	-	32 916,40	-	0%
<b>TOTAL</b>	<b>56 228 833,73</b>	<b>61 472 269,05</b>	<b>9,33%</b>	<b>100%</b>

OMPIC revenues were of 61.47 million dirhams in 2014, thus registering a 9.33% increase compared to 2013.

Revenues generated through brands come first with a 36% share of total revenue, followed by 23% generated by commercial names and patents with 18%.

The main changes recorded during 2014 mainly involve :

- Revenues from information services for Industrial and Commercial Property : + 27%
- Revenues from services on patents : + 21%
- Revenues from commercial names : + 5%
- Revenues of trademarks : + 3%

### III. AUDIT

Audit missions were carried out during 2014 to assess OMPIC's internal control system. Their findings were presented by OMPIC Audit Committee during the 21<sup>st</sup> Board meeting.

#### Audit Committee works

OMPIC Audit Committee - whose primary mission is to facilitate the Board's decision making in three areas, namely : Office accounts and financial information, risks

and internal control and internal and external audit - met on June 11, 2014 to consider the following :

- External auditor reports
- General Finance Inspectorate report
- Board recommendations implementation state
- Terms of reference for the development of a risk map.

#### 2013 fiscal year account audit

As every year, OMPIC's accounts are audited by an independent firm.

The firm's mission was concluded by a certification under reservations. They focused on :

- Accounting turnover with exports activities.
- Compensation in currency made under the Madrid Agreement concerning the International Registration of Marks.

#### Audit of regional offices

Missions of management audit were conducted during 2014 as part of the annual audit program and regional offices.

13 offices were audited as follows :

- Agadir
- Dakhla
- El-Jadida
- Rabat
- Tangier
- Kenitra
- Khemisset
- Marrakech
- Meknes
- Oujda
- Fes
- Safi
- Taza

As a reminder, these missions have the following objectives :

- Verify compliance of procedures related to front offices and filing of industrial and commercial property rights according to the provisions of 17/97 Law and the Office's requirements.
- Highlight any weaknesses in internal control related to the application of front office procedures.
- Financial audit
- Identify areas for improvement and make recommendations.

#### **Audit by the supervisory bodies**

A management control mission was conducted in 2014 by the Court of Auditors in order to assess OMPIC management quality. It began in March and involved 2004 to 2014.

#### **IV. BOARD OF DIRECTORS**

Three OMPIC boards were held in 2014, the 20<sup>th</sup> and 21<sup>st</sup> chaired by the Minister of Industry, Trade, Investment and the Digital Economy and 23<sup>rd</sup> chaired by Madam Secretary General of the Ministry of Industry, Trade, Investment and the Digital Economy.

The first meeting was held on January 31, 2014 and focused on the following :

- Validation of the OMPIC Board of Directors 19<sup>th</sup> meeting minutes.
- 2013 Progress report.

- Assessment of projects included in the 2013 Industrial and Commercial Property objectives contract «Horizon 2015».

- Amendment of Decision No. 06/2012 of June 21, 2012 on the prices of services rendered by the Office of the Moroccan Industrial and Commercial Property with regards to industrial property and central trade registry.

- Action plan and budget for the 2014 fiscal year.

- Miscellaneous.

The second was held on June 23, 2014, and focused on the following :

- Validation of the OMPIC Board of Directors 20<sup>th</sup> meeting minutes
- Progress report of the 1<sup>st</sup> half of 2014.
- Presentation of the audit report of OMPIC finances.
- Presentation of the OMPIC Audit Committee work.
- Presentation of the State Comptroller's Report.
- Miscellaneous.

The third board meeting was held on December 17, 2014, and focused on the following :

- Validation of the OMPIC Board of Directors 21<sup>st</sup> meeting minutes
- Progress report of the first eleven months of 2014.
- Assessment of «Horizon 2015» projects for 2014.
- Action plan and budget for 2015 fiscal year.
- Presentation of the main directions of the Industrial and Commercial Property strategy (2016-2020).
- Miscellaneous.





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