

**100** years **1916-2016** Industrial property  
in Morocco







ANNUAL ACTIVITY  
REPORT  
**2016**





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2016 HIGHLIGHTS  
AND KEY FIGURES



# 2016 HIGHLIGHTS AND KEY FIGURES

If a single outstanding development during the year 2016 were to be retained, then, most certainly, the Centenary of Industrial Property in Morocco would.



With more than 1200 years of history to its credit, and keenly aware of the importance of the immaterial capital, the Kingdom of Morocco endowed itself, as early as the beginning of the previous century, with an industrial property system at the service of creation and innovation. This system was set up pursuant to a Dahir (or, Royal Decree) dated June 23, 1916 and promulgated by Sultan Moulay Youssef.

To celebrate its 100 years of existence, the first edition of the Industrial Property Week "Casablanca IP Week", under the High Patronage of His Majesty King Mohammed VI, was organized in May 2016. "Casablanca IP Week" provided an opportunity to showcase the role of industrial property in promoting creativity and innovation, as well as developing economies. The event has indeed succeeded in creating a framework for exchanges centered on the main stakes of industrial property in the 21st Century as well as sharing of experiences, as acquired by countries across the world, notably by countries on the African Continent (some 26 African countries).

Within this spirit of sharing and exchange, international cooperation was centered this year on South-South cooperation, as embodied in the running of the first edition of the Industrial Property Animator Certificate (CAPI), a training program spread over a 6 month-period and conducted in partnership with INPI (France) and WIPO (Geneva). CAPI witnessed the participation of 25 candidates from 6 African countries: Morocco, Algeria, Cameroon, Côte d'Ivoire, Senegal, and Tunisia. More generally, upwards of 100 delegates from African countries, including general managers; officials in charge of industrial property offices; specialists in the area of industrial property, inventors, designers and entrepreneurs have been hosted by OMPIC over this year.

The year 2016 was likewise marked by the official visit paid by Mr. Francis Gurry, Director General of the World Intellectual Property Organization, a piece of evidence in support of the increasingly significant role played by Morocco in the development of industrial property, at the national, regional, and international levels. The visit was made on the occasion of the signing of a Memorandum of Understanding between OMPIC and WIPO.

Finally, as a year marking the initial implementation of the 2016-2020 Strategy, 2016 also saw the launch of a new projects' era. In fact, some projects are already being implemented. This concerns in particular: the setting of guidelines for the examination of patents, trademarks, and trade names applications; two edition of the Patent Marketplace; the industrial and commercial property barometer; tools for the implementation of Law 17-97; new e-services; partnerships between OMPIC and regional actors .... These projects provide a good illustration of the strategic vision for industrial and commercial property which purports to position OMPIC as a key-actor in the promotion of creativity and innovation in favor of development.

In terms of industrial property indicators, the year 2016 was encouraging across the board, and particularly in what concerns applications of Moroccan Origin, which have registered positive evolutions, ranging from 5% to 17%. The highest growth in 2016 was achieved by trademark applications of Moroccan origin, which registered a +17%, followed by patent applications with a 6% increase, industrial designs with a 5% jump. In terms of the business creations, the activity has seen a 9% evolution for intentions to creation this year –accounting for an 8.3% increase in effective creations by legal entities and a 7% increase for new individual businesses during 2016.

In what concerns global industrial property indicators, as published by the World Intellectual Property Organization (WIPO) in November 2016, Morocco ranks 57th in terms of patent-filing; 42nd for trademark-filing; and 16th for industrial designs—in regard to the applications made by residents. According to these indicators, Morocco stands out with its 6th rank worldwide in the area of design filing relative to GDP. With regard to the ranking issued by the Global Innovation Index (GII) (2016 Edition), Morocco ranks 72nd moving up by six places, compared with the preceding year. Accordingly, Morocco now ranks 3rd at the level of the African Continent.

**Patents**

Patent applications	1240	+21%
Patent applications of Moroccan Origin	237	+6%
International applications of Moroccan origin (under the PCT)	32	/

**Trademarks**

Trademark applications	12 847	+7%
Applications of Moroccan Origin	7 212	+17%
Renewals	8 931	+5%
International applications of Moroccan origin (under the Madrid system)	105	+18%

**Industrial designs**

Applications for Industrial Designs registration	1 385	+2%
Applications of Moroccan Origin	821	+5%

**Trade names /Commercial names**

Intention to creation (delivered Negative Certificate)	72 299	+10%
Legal Entities	63 807	+10%
Trading names for individual businesses	8 492	+10%

**Creation of companies**

Total of new companies	74 532	+8%
Legal Entities	39 896	+8,3%
Natural Persons (individual businesses)	34 911	+7%

**Online services**

Total on-line transactions	68 676	+8%
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**Business Income (in MDHS)**

73,51 +7,4%





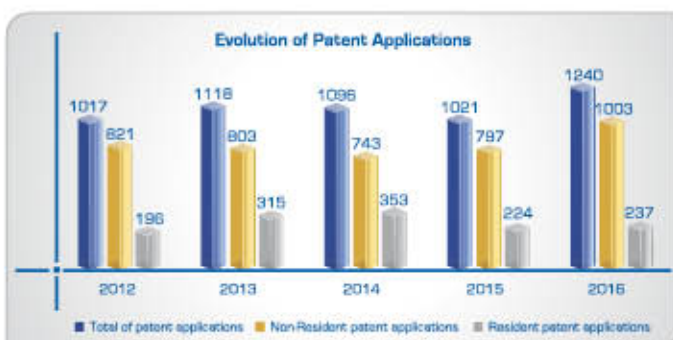
# PATENTS



# PATENTS

## I. PATENT APPLICATIONS

### 1. PATENT APPLICATION FILINGS IN MOROCCO

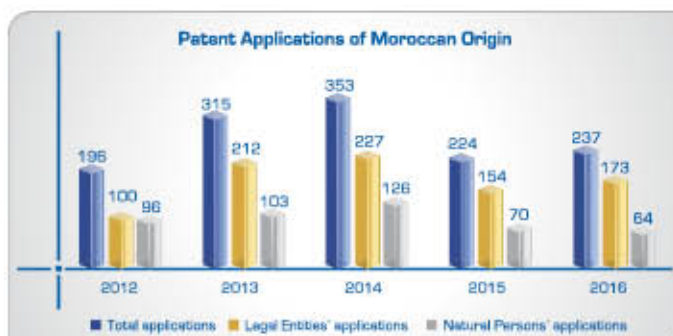


A total of 1,240 patent applications have been filed at OMPIC during 2016, which accounts for a 21% increase in comparison with 2015 and 13% hike in comparison with 2014.

Patent applications, emanating from Moroccan and foreign origins during the year 2016, went up respectively by 6% and 26% comparatively with 2015.

The breakdown of international patent applications, by way of filing, indicates that the validation system ranks first with 50%, followed by international PCT filing (with 48%), then priority' patent applications which ranks third with 2%.

### 2. PATENT APPLICATIONS OF MOROCCAN ORIGIN



Patent applications of Moroccan origin had increased by 6%, in comparison with the previous year.

The increase registered in filing for patents originating from Morocco during 2016 covers filing undertaken by legal entities (13%), while filing made by natural persons decreased by 10% compared with 2015.

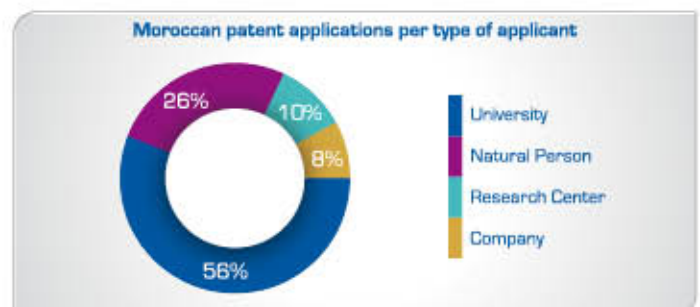
It should be noted that most of the filings emanating from legal entities represents : 73% of the total applications having a Moroccan origin.

### 3. MOROCCAN PATENT APPLICATIONS TRENDS BY TYPE OF APPLICANT

	2012	2013	2014	2015	2016
Universities	58	138	158	109	131
Research Centers	16	25	32	31	24
Moroccan Companies	26	26	36	14	21*
Natural Persons	96	96	127	70	64
<b>Total</b>	<b>196</b>	<b>315</b>	<b>353</b>	<b>224</b>	<b>237</b>

\* 3 patent applications in joint-ownership (for universities).

The breakdown of patent applications of Moroccan origin as per the type of the applicant shows that the year 2016 witnessed a notable increase in filings initiated by Moroccan companies (+50); universities (+20%), in comparison with the preceding year. Nevertheless, it should be noted that the year also saw a decline in the applications coming from research centers (-23%) and natural persons (-10).



56% of patent applications, having a Moroccan origin, emanate from universities. Natural persons, research centers, and companies have submitted, respectively 26%, 10% and 8% of the patent applications.

Top 5 applicants of Moroccan origin	
	Number of Applications Filed
MOHAMMED V UNIVERSITY, RABAT	53
INTERNATIONAL UNIVERSITY OF RABAT *	40
MASCIR FOUNDATION	24
HASSAN II UNIVERSITY IN CASABLANCA	9
AGADIR POLYTECHNIC SCHOOL-UNIVERSIAPOLIS	5

\*7 patent applications, in joint-ownership with the Moroccan Inventors' Union and 3 in co-ownership with companies.

The three first places are held by the same applicants as the previous year, accounting for 50% of the patent applications filed in 2016, as against 52% in 2015.

#### 4. PATENT APPLICATIONS BY TECHNOLOGICAL AREA

The technological area-based breakdown concerns applications, having Moroccan origin, filed during 2016.

The Mechanical and Engineering Cluster	
Other special machines (Farming Machinery, breeding machines ...)	16
Mechanical elements (machine components, drive shafts, mechanical assembly, clutch...)	15
Measurement Techniques	13
Thermal processes and devices (thermal/solar energy conversion processes, solar energy receiver...)	12
Transport	11
Engine, pumps, turbines (Wind energy, rotary fluid machines...)	9
Civil Engineering	8
Handling and Packaging	8
Machines-Tools	3
<b>Total</b>	<b>95</b>

The Physics and ICT Cluster	
Other Consumer goods	13
Digital Communication	5
Control devices	9
Computing	12
Electrical machines and devices; electrical energy	11
Furniture; games	2
Semi-conductors (photovoltaic panels)	1
Audio-visual Techniques	6
Medical Technology	1
Telecommunications	5
<b>Total</b>	<b>65</b>

The Pharmacy and biotechnology Cluster	
Pharmaceutical products	12
Biotechnology (Diagnostic kits for micro-organism induced illnesses ...)	9
<b>Total</b>	<b>21</b>

The Chemistry Cluster	
Eco-technology (water-treatment; refuse and waste receptacles...)	14
Chemical engineering (materials processing; industrial chemistry ...)	9
Materials, metallurgy	7
Basic chemistry	7
Macromolecular chemistry, polymer	5
Fine Organic Chemistry	5
Food chemistry	5
Surface technology	4
<b>Total</b>	<b>56</b>

Statistics above show that the patent applications filings of Moroccan Origin cover all technological areas. The mechanical sphere comes at the top with 40% of applications, followed by chemistry and ICT with 27%. Ranked 3rd is chemistry with 24% and, finally, the area of pharmacy and biotechnology comes last with 9% of applications.

#### 5. INTERNATIONAL FILINGS OF MOROCCAN PATENT APPLICATIONS, UNDER THE PCT

Evolution of International Applications, according to PCT (Morocco as a country of origin)					
	2012	2013	2014	2015	2016
International applications	35	54	58	32	32

The number of international applications according to the PCT which were filed via OMPIC has stagnated compared with 2015.

The breakdown by the nature of applicant indicates that 21 patent applications have been filed by legal entities (15 by universities; 2 by companies and 2 by research centers) and 11 applications emanating from natural persons.

## II. EVALUATION OF PATENT APPLICATIONS ON THE BASIS OF SEARCH REPORT AND OPINION ON PATENTABILITY

In accordance with Law 17-97 on the protection of industrial property rights as modified and completed by Law 23-13, OMPIC draws up preliminary and definitive search report and opinion on patentability so as to facilitate decision-making as to granting of patents or the rejection of the applications.

During 2016, 938 search report and opinion on patentability, have been drawn up by 18 examiners, which accounts for an average of 52 reports per examiner – a number which outstrips the set-objective of 50 reports per examiner.

Reports undertaken during 2016	Application of Moroccan Origin	Application having a Foreign Origin
Preliminary search report and opinion on patentability	160	473
Definitive search report and opinion on patentability	93	212

Appreciation of the pertinence of applications in terms of patentability criteria is as follows :

Evaluation of applications examined in 2016, having a Moroccan Origin On the basis of the Preliminary search report and opinion on patentability			
Relevancy Criteria	Applications with a Moroccan Origin		
	2014	2015	2016
NA: Novelty and inventiveness	17%	23%	38%
N: Novelty and absence of inventiveness	39%	40%	36%
O: Absence of novelty and inventiveness	44%	37%	26%

An evaluation of patent applications, having a Moroccan origin, indicates that 38% of applications show a novel and inventive character, as against 23% in 2015 and 17% in 2014. This improvement in the quality of patent applications, having a Moroccan origin is mainly due to the information and training sessions organized by OMPIC and the contributions made by the TISC network at the level of assistance provided for the benefit of applicants.

Evaluation of Applications examined in 2016, and having a foreign Origin, on the basis of the Preliminary search report and opinion on patentability		
Pertinence Criteria	Applications with a Foreign Origin	
	2015	2016
Novelty and inventiveness	43%	46%
Novelty and absence of inventiveness	35%	39%
Absence of novelty and inventiveness	22%	15%

An evaluation of patent applications of foreign origin, indicate that 46 % of these applications have a novel and inventive character ; 39% of these applications evince a novel character but a lack of inventiveness and 15% show an absence of novelty and inventiveness.

The improvement in the quality of applications, having a foreign origin, which were examined in 2016 (+3%) is attributable essentially to the provisions of the new law. The latter encourages foreign applicants to opt for the extension of their protection, through patent in Morocco, considering that they can now make use of a system based on examination that leads to granting of patents endowed with enhanced legal surety.

### III. PUBLICATION OF PATENT APPLICATIONS

During 2016 OMPIC published on the publication server [at <http://patent.ompic.ma>] 1,194 patent documents, of which 306 are already delivered patents and 750 patent applications, published and 138 validated patent applications, which are available on the following platform: Espacenet <https://worldwide.espacenet.com>. The validated patent applications are chalked to be published on OMPIC's publication server once they have been granted.

### IV. GRANTING OF PATENTS

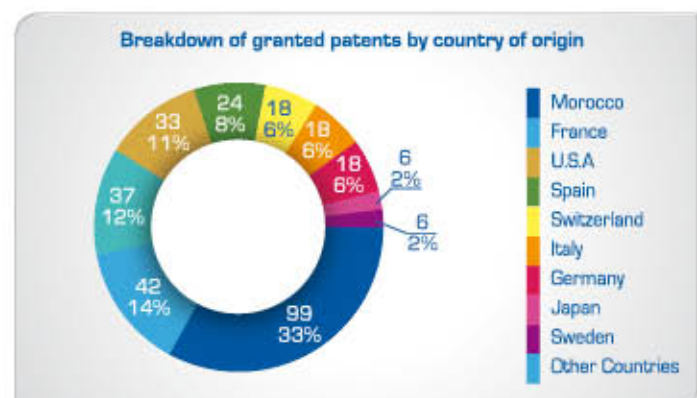
The year 2016 was marked by the granting of patents according to the new examination system. It witnessed the granting of 207 patents of foreign origin (68%) and 99 patents of Moroccan origin (32%).

It should be noted that the national procedure provides for the elapse of a time-span prior to any decision-taking in regard to the granting of patent or rejection of patent application, notably the time-span fixed to applicants to enable them to modify their claims or to make some observations following the release of the preliminary search report and opinion on patentability. The law also grants third parties time to make their observations, following the publication of the patent application, after 18 month-period of time following the filing date.

#### 1. GRANTED PATENTS BY TECHNOLOGICAL AREA

Technological Area	Number of delivered patents	
	Patent of Moroccan Origin	Patents of Foreign Origin
Chemistry	48	67
Physics and Electricity	23	38
Mechanics	28	52
Pharmacy and biochemistry	15	35

#### 2. GRANTED PATENTS BY COUNTRY OF ORIGIN



Morocco occupies the first position with 33% of the total granted patents in 2016, followed by France, with 12%, and the United States of America with 11%.



### 3. MAINTENANCE OF PATENTS IN FORCE

Patents are granted for a 20-year period, during which mandatory fees must be paid to keep them in force during the years which follow the year in which the patents have been granted. Failure to pay the fees necessary to keeping up the enforceability of patents, the patent-owner that has not paid the aforesaid annuity within the set time-limits forfeits his rights.

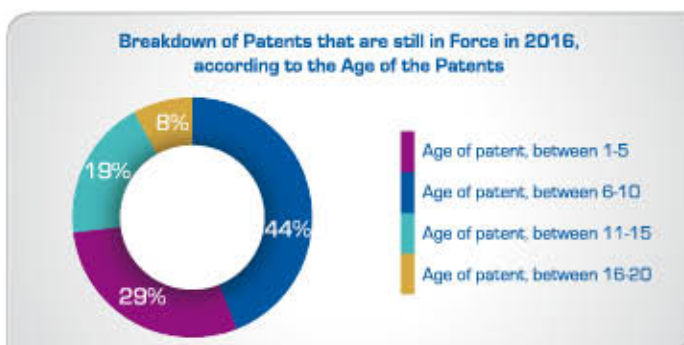
	2016	2015
Annuities paid	3450	3256
Forfeiture	990	1352

During the year 2016, OMPIC has registered a 6% increase in the annuities paid, compared with the preceding year.

#### Median Age of Patents in force in 2016 :

The choice to keep or to forfeit a patent depends essentially on the life-span of a technology, the protection strategy adopted by the patent-owner, and the profitability of the investment.

Statistics show that the median age of patents that are still in force in 2016 is 9 years.







DISTINCTIVE

SIGNS



# DISTINCTIVE SIGNS

## I. TRADEMARKS

### 1. DEVELOPMENT OF TRADEMARK APPLICATIONS

#### A. National and international trademark applications

Year	total applications	Moroccan Applications	Foreign Applications (national route)	Foreign applications and subsequent designations to registrations (international route)	Total of foreign Applications
2012	10850	5498	1496	3856	5352
2013	11321	5792	1613	3916	5529
2014	11705	6167	1615	3923	5538
2015	11974	6139	1404	4431	5835
2016	12847	7212	1641	3994	5635



The year 2016 witnessed an increase in trademarks filings which had totaled 12,847 applications compared with 11,974 applications in 2015, which accounts for a 7% rise.

The total of Trademark filings includes applications filed directly in Morocco, at OMPIC (National route: 8,853 applications in 2016) and international applications through the International Path (the Madrid System<sup>(1)</sup>: 3,994 applications in 2016).

The year 2016 was marked by a significant 17% growth in trademark filings of a Moroccan origin, which rose from 6,139 in 2015 to 7,212 in 2016. This year, they account for 56% of the overall registration applications.

Foreign trademark filings witnesses a slight 3 % drop, from 5,835 applications in 2015 to 5,635 in 2016, of which 1,641 applications have been submitted through the national route and 3,994 applications submitted via the Madrid system.

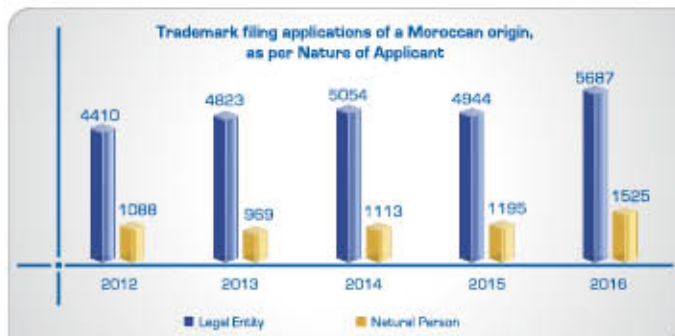
In fact, during 2016, international applications via the Madrid system (3,994 applications) dropped by 9%, compared with 2015 (4,431 applications).

Subsequent designations to applications filed via the Madrid system edged down by 6% from 723 in 2015 down to 675 in 2016.

It should be pointed out that a subsequent designation is an operation whereby the trademark owner extends his protection, on the basis of the first international application, in the other member States of the Madrid System, which have not been designated in the initial application.

<sup>(1)</sup> The Madrid System : makes possible the registration of trademarks in several countries (98 Parties to the Madrid Arrangement/Protocol, of which Morocco is part).

**B. Moroccan trademark applications by type of applicant**



During the year 2016, the majority of Moroccan applications have been submitted by legal entities, 79% of total Moroccan applications. They have evolved by 15% in comparison with 2015.

In regard to applications emanating from natural persons, they have gone up by 28 % in comparison with 2015, moving up from 1,195 to 1,525.

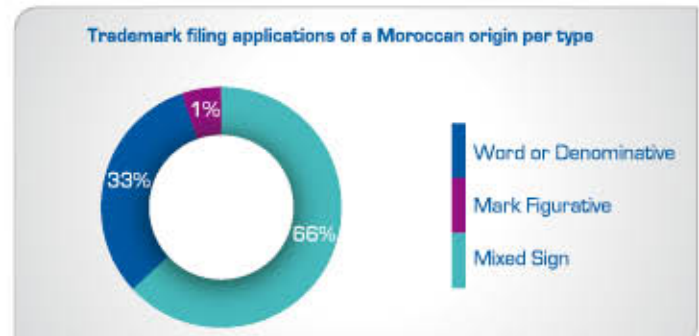
**C. Moroccan trademark applications by type of the brand**

Trademark type	2016	2015	2016/2015
Combined mark	4784	3942	21%
Word or denominative mark	2356	2143	10%
Figurative	72	54	33%

In 2016, the first ten classes that were actually the most often designated in Moroccan trademark applications are as follows :

Nice Class Code	Class	Moroccan Applications in 2016	Share in 2016	Moroccan Applications in 2015	Share in 2015	2016/2015
35	Advertising; business management; commercial or business administration ...	1266	8%	959	7%	32%
3	Laundry preparations and other cleaning substances ...	1186	8%	844	6%	41%
30	Coffee, tea, cacao and coffee substitutes and extracts; rice; tapioca and sago; flours...	1126	7%	1080	8%	4%
5	Pharmaceutical products, medical and veterinary preparations...	826	5%	715	5%	16%
41	Education; training; entertainment...	813	5%	745	6%	9%
29	Meat, fish, poultry, game; meat-extracts; canned vegetables and fruits...	714	5%	683	5%	5%
31	Raw and unprocessed agricultural, aquaculture, horticultural and products ...	582	4%	541	4%	8%
9	Scientific, nautical, geodesic, and photographic devices and instruments...	508	3%	407	3%	25%
25	Clothing items, footwear, and headgear	467	3%	398	3%	17%
36	Insurance; financial business; monetary business; real-estate business.	463	3%	372	6%	24%

Year	Total of classes (Applications, with Moroccan Origin)
2012	14847
2013	13254
2014	14335
2015	13469
2016	15176



The most significant portion of Moroccan trademark applications are of the "combined mark" type, or 66% of applications, followed by a "word or Denominative mark" with a 33% share.

**D. Moroccan trademark applications by leading classes**

Classes (Nice Classification<sup>[2]</sup>) feature the products and services that are designated in the brand-registration application, designating thereby the sectors that are concerned by this brand.

[2] This has to do with the international classification of products and services that concern the registration of trademarks.

In 2016, the top 10 most designated classes in Moroccan trademark applications are almost the same as in 2015. The most notable sectors are: the cosmetics products sector, which has managed the best increase (with 40%); the commercial and advertising sector, with a 32% growth; the food-processing sector with a 4% rise; and the pharmaceutical sector with a 15% jump.

Compared with 2015, Class 43 (Catering services and temporary accommodation) did not make it among the top ten most designated classes.

On the other hand, class 36 bearing on financial and real-estate businesses joined the top 10 with a considerable 24% leap.

## E. National trademark applications by filing location/region

Region	Trademark applications (through National route) in 2016	Share in 2016	Trademark applications (through National route) in 2015	Share in 2015	2016/2015
Casablanca-Settat	4126	46,6%	3426	45,4%	20,4%
Online	3078	34,8%	2684	35,6%	14,7%
Rabat-Salé-Kénitra	423	4,8%	380	5,0%	11,3%
Fez-Meknès	287	3,2%	270	3,6%	6,3%
Souss-Massa	285	3,2%	192	2,5%	48,4%
L'Oriental (Eastern Region)	255	2,9%	175	2,3%	45,7%
Tanger-Tetouan-Al Hoceima	206	2,3%	228	3,0%	-9,6%
Laâyoune-Sakia El Hamra	70	0,8%	57	0,8%	22,8%
Marrakech-Safi	52	0,6%	82	1,1%	-36,6%
Béni Mellal-Khénifra	47	0,5%	33	0,4%	42,4%
Drâa-Tafilalet	16	0,2%	12	0,2%	33,3%
Dakhla-Oued Ed-Dahab	9	0,1%	7	0,1%	28,6%

The majority of trademark applications (by way of the National route) emanate from Casablanca-Settat Region with 46.6%, followed by the Rabat-Salé-Kenitra Region with 4.8% and Fez-Meknes and Souss-Massa Regions, with 3.2% for each.

Concerning online trademark filings via Directinfo platform, it seems that they are becoming increasingly attractive to users of the trademarks system. Accordingly, during 2016, they registered a 14.7% evolution, compared with 2015 and claim a 34.8% share of the total trademark applications. These performances are attributable essentially to the 20% lower tariffs (compared with the classic filing), as well as to the simplicity and the swiftness of the service.

## 2. PUBLICATION OF MOROCCAN TRADEMARK APPLICATIONS



The publication concerns trademark applications pertaining to regularly-filed and whose validity criteria have been met. The publication is made twice a month (on the 2nd and 4th Thursday of every month) in the Official trademarks Catalogue which is available on de OMPIC web-site : <http://www.ompic.ma/en/content/official-catalog-trademarks>.

During the year 2016, published Moroccan trademark applications have witnessed a 14% increase, jumping from 5,116 in 2015 to 5,832 published applications in 2016.

## 3. TRADEMARKS REGISTRATION

### A. Evolution of Moroccan trademarks' registration

Year	Registered Moroccan Trademarks
2012	4927
2013	5123
2014	4868
2015	5848
2016	6052

Registered Moroccan trademarks witnessed a 3% growth during 2016, up from 5,848 in 2015 to 6,052 brands registered in the course of 2016.

**B. The 10 most popular trademark classes (Nice classification)**

The top 10 classes featured for registered Moroccan trademarks are as follows :

Nice Class Code	Class	Moroccan trademarks registered in 2016	Share in 2016	Moroccan trademarks registered in 2015	2016/2015
35	Advertising; business management; commercial or business administration ...	1032	7,9%	899	14,8%
30	Coffee, tea, cacao and coffee substitutes and extracts; rice; tapioca and sago; flours...	906	6,9%	1062	-14,7%
3	Laundry preparations and other cleaning substances ...	885	6,7%	757	16,9%
5	Pharmaceutical products, medical and veterinary preparations...	762	5,8%	611	24,7%
41	Education; training; entertainment...	723	5,5%	724	-0,1%
29	Meat, fish, poultry, game; meat extracts; canned vegetables and fruits...	595	4,5%	673	-11,6%
31	Raw and unprocessed agricultural, aquaculture, horticultural and products ...	562	4,3%	494	13,8%
9	Scientific, nautical, geodesic, and photographic devices and instruments...	418	3,2%	456	-8,3%
36	Insurance; financial business; monetary business; real-estate business.	411	3,1%	408	0,7%
43	Catering and food-services and temporary accommodation	399	3,0%	426	-6,3%

Year	Number of Classes features in Registered Moroccan trademarks
2012	14408
2013	11798
2014	11624
2015	13761
2016	13113

The number of classes featured in Moroccan trademarks, which were registered in 2016, adds up to 13,113 classes, for 6,052 registered Moroccan trademarks, which accounts for a 4% increase compared with 2015.

In regard to the top 10 classes featured in Moroccan trademarks registered in 2016, these classes remains the same as in 2015, except for Class 25 (Clothing, footwear, and headwear) which is no longer part of this category and class 43 (Catering Services and temporary accommodation) which has joined the top 10.

**4. TRADEMARK RENEWALS**

**A. Renewals trough national route and international route (Madrid system)**

Year	Total of trademarks Renewed	Moroccan trademarks Renewed	Foreign trademarks Renewed		Total of Foreign trademarks Renewed
			National route	International route	
2012	5293	177	360	4756	5116
2013	5657	237	538	4882	5420
2014	6163	508	612	5043	5655
2015	8458	1655	1414	5389	6803
2016	8931	1773	1577	5581	7158



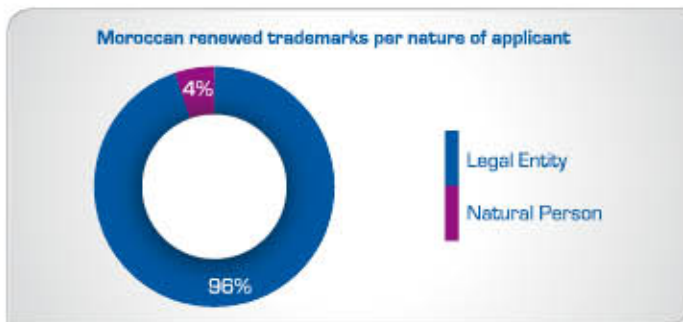
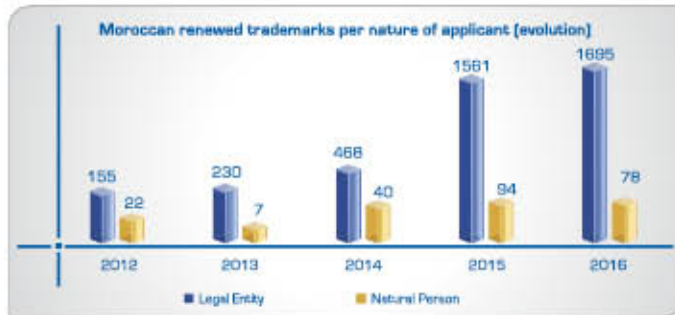
In 2016, the total number of trademarks which were renewed added up to 8,931, as against 8,458 brands renewed in 2015, which accounts for a 5% increase.

Depending on the origin of the renewed trademarks, the number of Morocco trademarks that have been renewed rose by 7% in 2016, moving up from 1,655 in 2015 to 1,773 brands in 2016. They represent 20% of the total brands renewed.

Foreign trademarks which were renewed (through the national route + international route) went up 5 %, from 6,803 in 2015 to 7,158 in 2016.

During 2016, 5,581 international trademarks designating Morocco, which were renewed (via the Madrid system) as against 5,389 brands in 2015 -or a 3% increase.

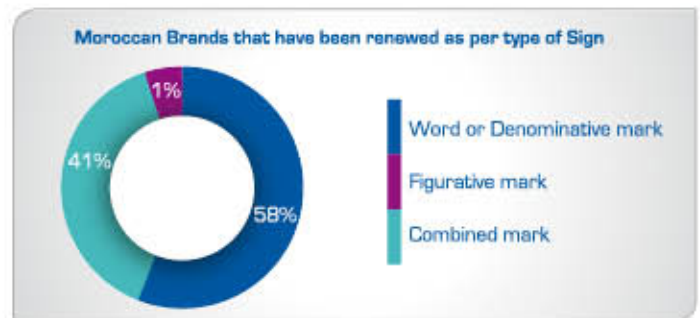
**B. Renewal of Moroccan trademarks by type applicant**



By contrasts, the Moroccan trademarks that have been renewed at the initiative of natural persons fell by 17% in 2016 de 17% compared with 2015 down from 94 to 78 brands.

**a. Breakdown of Moroccan renewed trademarks, per trademark type**

trademark type	2016	2015
Word or Denominative mark	1027	992
Figurative mark	25	34
Combined mark	722	629



In the course of 2016, 96% of the Moroccan trademarks were renewed by legal entities. The latter actually evolved by 8%, moving up from 1,561 in 2015 to 1,695 of Moroccan trademarks which were renewed in 2016.

The analysis, based on the trademark types, shows that 58% of the Moroccan trademarks that have been renewed concerns word or Denominative mark, followed by combined mark, which accounts for 41%. The other type of figurative sign accounts for only 1%.

**b. The First Ten Classes featured in the renewed Moroccan trademarks**

The First Ten Classes featured in the Moroccan renewed trademarks are as follows :

Nice Class Code	Class	Moroccan trademarks renewed in 2016	Share in 2016	Moroccan trademarks renewed in 2015	Share in 2015	2016/2015
30	Coffee, tea, cacao and coffee substitutes and extracts; rice; tapioca and sago; flours...	473	10%	462	28%	2%
29	Meat, fish, poultry; game; meat- extracts; canned vegetables and fruits...	351	8%	351	21%	0%
35	Advertising; business management; commercial or business administration ...	271	6%	247	15%	10%
9	Scientific, nautical, geodesic, and photographic devices and instruments...	248	5%	192	12%	29%
38	Tele-communications.	247	5%	202	12%	22%
36	Insurance; financial business; monetary business; real-estate business.	190	4%	80	5%	138%
3	Laundry preparations and other cleaning substances ...	181	4%	158	10%	15%
32	Mineral water, sparkling water; soft drinks; Beers	178	4%	97	6%	84%
5	Pharmaceutical products, medical and veterinary preparations...	166	4%	212	13%	-21,7%
31	Raw and unprocessed agricultural, aquaculture, forestry, horticultural and products ...	165	4%	98	6%	68%



Year	Number of Classes featured in the Moroccan renewed trademarks
2012	328
2013	671
2014	1387
2015	3979
2016	4568

The number of classes featured in the Moroccan renewed trademarks in 2016 adds up to 4,568 classes, for 1,773 Moroccan renewed trademarks, which represents a 15% increase compared with 2015.

The most notable class in brand renewals are: class 30 covering "food-processing" with a 2% jump; class 29 covering "meats, fish..." which actually stagnated compared with 2015; class 35 covering "commercial/business services and advertising" with a 10% increase; class 9 covering "scientific devices and instruments.." with a 29% leap; and class 38 pertaining to "Telecommunications" with a 22% hike.

## 5. INTERNATIONAL TRADEMARK APPLICATIONS : MOROCCO AS COUNTRY OF ORIGIN

### A. Trademark applications' trends

	2012	2013	2014	2015	2016
International Applications (Morocco as a Country of Origin)	60	44	76	89	105

During 2016, international applications (with Morocco as country of origin) totaled 105, as against 89 applications in 2015, which accounts for a +18% increase. In 2016, OMPIC received six subsequent designations.

It should be noted here that subsequent designation is an operation which allows the trademark-owner to extend his protection, on the basis of an initial international application, so that it covers other member-states of the Madrid System, which have not been designated in the initiation application.

The countries that are most designated by international applications (with Morocco as country of origin) are mainly as follows: the African Intellectual Property Organization (OAPI), the European Union, Spain, and France.

### B. Trademark renewals' trends

	2012	2013	2014	2015	2016
Renewals	25	60	46	56	56

Renewals of international applications (Morocco as the country of origin), which stood at 56, actually remained steady compared with 2015.

## 6. EXAMINATION OF ABSOLUTE GROUNDS (FOR REFUSAL)

### A. Decisions on Absolute Grounds

	2016	2015
Rejected trademark applications	523	264
Partially rejected trademark applications	184	29
Total Number of rejections	339	235

During 2016, OMPIC rejected 523 trademark applications on the basis of absolute grounds (—notably, the absence of a distinctive character), which accounts for a rejection rate of 4% of all the applications examined in 2016, or a 1.8% jump compared with 2015.

Applications that were only partially rejected were 184, or 35% of the total turned-down applications, while applications that were totally rejected are far more numerous— 339 in all, which accounts for 65% of the total rejected applications.

### B. National trademarks examination

	2016
Number of national trademark Applications have been rejected	455
Number of applications which have been partially rejected	166
Total Number of Rejections	289

The number of rejections affecting national applications, which were filed directly at OMPIC, attained 455 which accounts for 87% of the total rejects, including 289 rejections concerning all the designated products and services and 166 targeting only a part of the designated products and services.

As far as the observations made by the applicants, following rejection, are concerned, OMPIC had received 11 observations.

### C. Refusal of international filings (designating Morocco) on absolute grounds

	2016
Number of Refusals given to International applications designating Morocco	68
Number of Partial Rejections	18
Number of Total Rejections	50

In regard to the Office's rejection of international applications designating Morocco, they added up to 68, broken down as follows: 50 total refusals and 18 partial refusals.

OMPIC has received 5 observations emanating from the applicants following receipt of their rejection notifications.

The most often invoked reasons behind rejection are: (a) the absence of a distinctive character pursuant to the provision of Article 134; and (b) deception, in conformity with Article 135.

It should be noted that partial rejection concerns the limitation of the list of products and services designated in the trademark application, when the trademark in question comprises elements that are likely to induce consumers into error in relation to certain products and services.

## II. TRADEMARK OPPOSITIONS

The opposition to a trademark application is a preventive measure taken by the owners of certain of anterior rights so as to prevent the registration of a trademark which is likely to cause them some prejudice. It also makes it possible to inform applicants about the existence of preceding rights.

Thus the owner of an anterior right, notably, a protected or filed trademark prior to the said application – as evidenced by a preceding priority date—the owner of a brand widely known in the sense inferred from Article 6(A) of the Paris Convention on Industrial Property; the owner of a geographical indication or a protected appellation of origin or previously filed indication—all of these are given the possibility to lodge their opposition to the registration of a new brand, within a two-month time-span, starting from the date of the publication of the said application in the official catalogue.

### 1. OPPOSITION FILINGS



During 2016, OMPIC received 1,033 oppositions to trademark registration, compared with 902 in 2015, which accounts for a 14% increase in comparison with 2015.

In the course of 2016, the opposition rate relative to the total number of trademark applications (12,847 applications) remained unaltered in comparison with 2015, for it stood at 8%.

## 2. ANALYSIS BY OPPOSITION PARTIES

### A. Requests made by Brands that are subject to opposition

During 2016, 986 opposition requests were formulated against trademark applications submitted by way of the national track as against 840 in 2015. These national applications account for 95% of the overall applications that are met with opposition, versus 93% in 2015.

In regard to international trademarks which designate Morocco, 47 applications were subject to oppositions in 2016, compared with 62 in 2015, or 5% of brand-registration requests that are subjected to oppositions.

### B. The Nature of a Prior Right

The number of oppositions, the prior brands of which are national brands, registered during 2016 stood at 682 out of 1,033 oppositions, as against 657 in 2015, or 66% of the total oppositions made.

Furthermore, the number of oppositions, the prior brands of which are international trademarks which had served as the basis of opposition added up to 296 in 2016 compared with 245 in 2015, which accounts for 29 % of the total oppositions.

The number of opposition submitted which invoked the notoriety of the brand, as asserted by the opposing party, and received in 2016, added up to 55 or the equivalent of 5% of oppositions compared with 28 such objections made in 2015.

### The Countries that have been first to make use of the Opposition System

Countries	2016	2015	Variation between 2016/2015
Morocco	520	469	10%
United State of America	55	64	-14%
United Arab Emirates	18	6	200%
France	18	8	125%
Japan	14	5	180%

At the head of the top 5 countries, right holders of trademarks, that made use of the Opposition System in 2016, stands out Morocco with 520 opposing parties, out of a total of 709 opposing parties. This suggests that the opposition system is widely used by Moroccans.

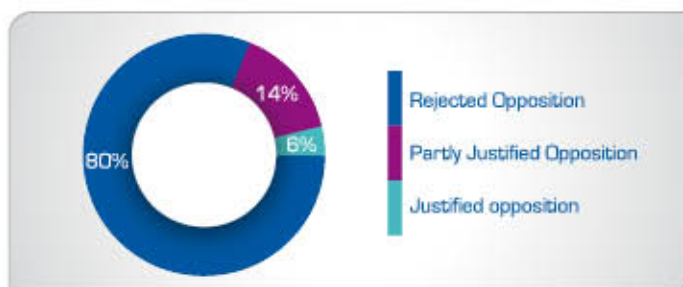
In the second position we find the United States of America, with 55 objectors then France and the United Arab Emirates, alike, in third position with 18 objectors each, and Japan in the 4th position with 14 opposing parties.

### 3. DECISIONS ON TRADEMARK OPPOSITIONS

During 2016, OMPIC issued 823 decisions compared with 830 in 2015. The decisions justifying the oppositions made account for 80% (as against 81% in 2015) of the entire decisions rendered; 6% of the decisions rejected the oppositions made, while 14% (versus 15% in 2015) of the decisions relate to oppositions that were only partly justified (trademark registration for certain designated products and services).

It should be mentioned that in 2016 OMPIC received 186 responses to the opposition, compared with 147 in 2015, which represents a response rate of 18%, as against 16% a year previously. Stress should likewise be laid on the fact that if the applicant does not respond to the opposition, within two months starting from the expiry of the opposition time-limits, OMPIC shall take a decision on the opposition.

However, if a response to the opposition is provided by the applicant, it triggers a cross-examination procedure which can take up to six months before a decision is issued on the opposition. This explains why the decisions rendered by OMPIC slightly edged down (823 in 2016 as against 830 in 2015).

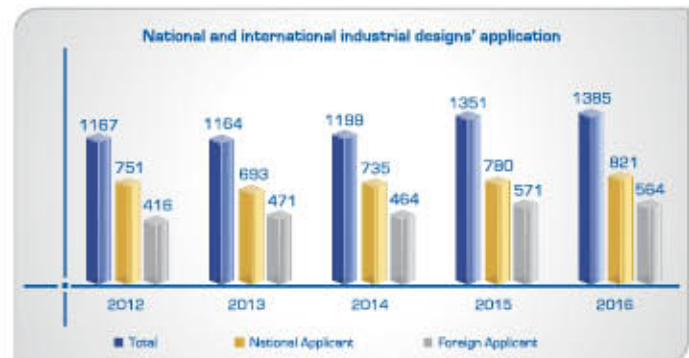


## III. INDUSTRIAL DESIGNS

### 1. DEVELOPMENT OF INDUSTRIAL DESIGNS' APPLICATIONS

#### A. National and international industrial designs' applications

	2012	2013	2014	2015	2016
Moroccan Applicant	751	693	735	780	821
Foreign Applicant (National route)	35	41	54	77	153
Foreign Applicant (International route)	381	430	410	494	411
Total Foreign Applicants	416	471	464	571	564
<b>Total</b>	<b>1167</b>	<b>1164</b>	<b>1199</b>	<b>1351</b>	<b>1385</b>



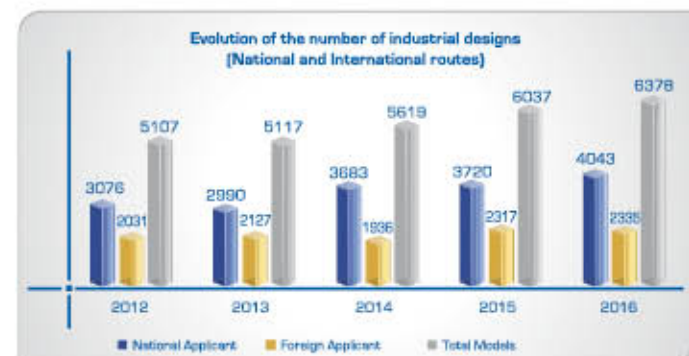
During 2016, applications for the registration of industrial designs added up to 1,385 compared with 1,351 in 2015, or a 2% jump. This figure comprises applications submitted directly in Morocco, through the national route (821 of which having a Moroccan origin, while 153 are of a foreign origin) and the applications filed by way of the international route, under the Hague System (411 applications).

Industrial designs applications filed through a national route (Moroccan and foreign) have likewise augmented by 11.3% with 974 applications in 2016 as against 857 in 2015.

With a share exceeding 59% of the overall Industrial designs applications filed in 2016, applications having a Moroccan origin, which were filed through the national route, registered a 5% increase with 821 applications, as against 780 applications handed in 2015.

Applications having a foreign origin, for their part, witnessed a slight 1% drop, from 571 applications in 2015 to 564 in 2016 (153 through the national route and 411 through the international route).

#### B. Number of designs featured in applications filed through national route and international route



<sup>[2]</sup> The Hague System : The Hague System allows the international registration of up to 100 designs in more than 86 territories, through a single international application.

It should be noted that according to Law 17-97 relative to the protection of industrial property, the same application may carry up to one hundred designs, subject to the requirement that the said designs belong to the same class of international classification applicable to industrial designs.

In 2016, a total of 6,378 industrial designs were filed compared with 6,037 in 2015, which accounts for a 6 % increase, the majority of which were filed through the national route (4,384 designs). Equally important to underline is the fact that the average number of industrial designs incorporated in applications is five.

### C. Moroccan industrial designs' applications by type of applicant

	2012	2013	2014	2015	2016	Variation 2016/2015
<b>Legal entity</b>	669	599	644	689	705	2%
<b>Natural person</b>	82	94	91	91	116	27%
<b>Total</b>	<b>751</b>	<b>693</b>	<b>735</b>	<b>780</b>	<b>821</b>	<b>5%</b>

The number of industrial designs applications that were filed by natural persons during 2016 registered a hefty 27% increase. In spite of the rather low 2% evolution in the number of applications handed by legal entities, they still account for 86% of applications, emanating from a Moroccan origin.

### D. Ten most designated Locarno<sup>(4)</sup> Classification Classes in Moroccan industrial designs applications

Locarno Class Code	Class	2016	2015	Variation 2016/2015
9	Packaging and containers for the transportation or handling of goods/ merchandise	280	233	20%
25	Constructions and building components	89	124	-28%
11	Ornamental Objects	67	17	294%
7	Household items not comprised in the other classes	56	33	70%
2	Clothing items and haberdashery	51	55	-7%
5	Textile items not made up as yet; leaves fashioned from artificial or natural materials	44	36	22%
19	Stationery, office supplies, materials for artists or teaching purposes	42	70	-40%
6	Furniture	39	43	-9%
26	Lighting devices	29	13	123%
32	Graphic symbols and logos; decorative motifs for surfaces; ornamentation	19	36	-47%

<sup>(4)</sup> The Locarno Classification is a classification intended for the industrial designs area. It is founded on a multilateral treaty that administered by WIPO, which was concluded in 1968 and dubbed the Locarno Arrangement which institutes the international classification for industrial designs.

<sup>(5)</sup> Directinfo is the whole range of on line services that OMPIC has set up in order to facilitate filing formalities, as well as ready access to financial and legal information [www.directinfo.ma].

As in 2015, the top 10 most designated classes remained virtually unchanged in 2016. At the top of the ranking, we find Class 9 "Packaging and Recipients for the Transportation and Handling of Goods." It is followed by Class 25 "Constructions and Construction Components," while in the 3rd position, we find Class 11 "Ornamental Items," with a dramatic 294% increase, to the detriment of Class 19 which registered a substantial decline (-40 %), coming in the 7th position.

It should be noted that in 2016, Class 26 joins the Top 10 classes being ranked, with a notable evolution (123%) compared with 2015.

### E. Industrial designs' applications by filing location/region

	2016	2015	2016/2015
<b>Casablanca-Settat</b>	709	638	11%
<b>Online</b>	167	131	27%
<b>Fez-Meknès</b>	46	48	-4%
<b>Rabat-Salé-Kénitra</b>	22	8	175%
<b>Tanger-Tetouan-Al Hoceima</b>	19	2	850%
<b>Laâyoune-Sakia El Hamra</b>	5	4	25%
<b>Souss-Massa</b>	4	15	-73%
<b>Drâa-Tafilalet</b>	1	1	0%
<b>Béni Mellal-Khénifra</b>	1	0	-
<b>Dakhla-Oued Ed-Dahab</b>	0	1	-100%
<b>L'Oriental (or, The Eastern Region)</b>	0	1	-100%
<b>Marrakech-Safi</b>	0	10	-100%

During 2016, the great majority of applications for the registration of industrial designs were filed in the Casablanca-Settat Region, with a total of 709 applications, which constitutes an 11% compared with 2015. The Fez-Meknes comes second with 46 applications.

It should be noted that a remarkable evolution was registered in Tangiers-Tetouan-Al-Houceima with an impressive 850% growth, and the Rabat-Salé-Kénitra Region with a 175% increase compared with 2015.

On-line applications for the registration of industrial designs, via Directinfo Platform, witnessed a 27% evolution, compared to 2015. In fact, the 167 on-line industrial designs applications underscore the efficiency and simplicity that this solution affords users.

## 2. PUBLICATION <sup>(6)</sup> OF INDUSTRIAL DESIGNS

The publication of industrial designs is done the first Thursday of every month in the Official Catalogue of Industrial designs, available on OMPIC's web-site at : <http://www.ompic.ma/en/content/dmi-publications>.

### A. Evolution of the Publications of Industrial designs (National route)

	2016	2015	2016/2015
Moroccan Applicant	738	646	14%
Foreign Applicant	63	58	10%
<b>Total</b>	<b>801</b>	<b>704</b>	<b>14%</b>

The industrial designs published in 2016 added up to 801, which accounts for a 14% increase compared with the year 2015. Some 738 industrial designs are of Moroccan origin.

### B. Adjournment of the Publication

During 2016, OMPIC received 6 applications for the registration of industrial designs, for which an adjournment of publication was requested, as against 5 in 2015. It should be noted that four applications filed in 2015 were published, three months after the elapse of the adjournment time-limits and upon a request made by the applicant to lift the adjournment. Incidentally, the industrial designs' system provides for the possibility of adjourning the publication for a maximum of 18 months.

## 3. DECISIONS TO REJECT INDUSTRIAL DESIGNS APPLICATIONS

In 2016, OMPIC announced the rejection of 22 applications for national registrations, in compliance with Article 118 of Law 17-97, as it has been modified and completed by Law 23-13, which represents a rejection rate of 3% as against 4 rejections in 2015.

There are 2 rejections which apply to the totality of designs included in the applications, while 20 rejections are applicable solely to a part of the designs. Accordingly, the remaining designs pertaining to applications that had been partially rejected were published in 2016, after the elapse of two months starting from the date the decisions were notified to the parties concerned.

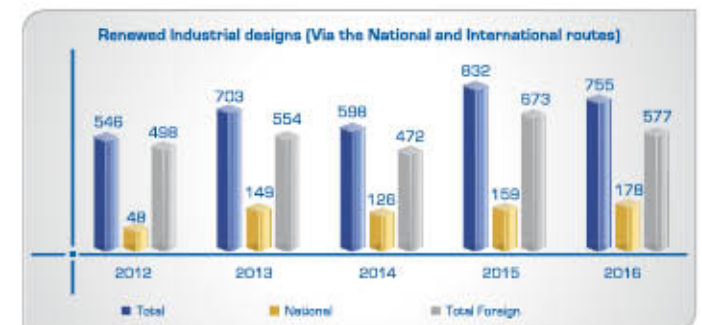
It should be stated that 95% of the rejections are based on Article 113 of the afore-mentioned Law which precludes the protection of any designs which reproduce

the flags, emblems, and official insignia of the Kingdom. The remaining 5% are founded on Article 104 (A) relative to the definition of an industrial design.

## 4. RENEWALS

### A. Industrial Designs Renewed: via the National and International routes

	2012	2013	2014	2015	2016
<b>Total</b>	<b>546</b>	<b>703</b>	<b>598</b>	<b>832</b>	<b>755</b>
<b>Moroccan</b>	<b>48</b>	<b>149</b>	<b>126</b>	<b>159</b>	<b>178</b>
<b>Foreign (National route)</b>	<b>18</b>	<b>36</b>	<b>37</b>	<b>40</b>	<b>32</b>
<b>Foreign (International route)</b>	<b>480</b>	<b>518</b>	<b>435</b>	<b>633</b>	<b>545</b>
<b>Total Foreign</b>	<b>498</b>	<b>554</b>	<b>472</b>	<b>673</b>	<b>577</b>



During 2016, applications for the renewal of industrial designs fell by -10% compared to 2015 (755 applications as against 832 in 2015). Conversely, there is a 12 % increase in the number of moroccan origin renewals.

### B. The First Ten Classes of the Locarno Classification featured in the Designs subject to Renewal (and having a Moroccan Origin)

Locarno Class Code	Class	2016	2015	2016/2015
9	Packaging and containers for the transportation and handling of goods/merchandise	55	54	2%
1	Food-products	25	5	400%
19	Stationary, office supplies, materials for artists and teaching	17	12	42%
13	Electrical power production and distribution, or electrical energy transformation	16	5	220%
25	Constructions and construction components	14	29	-52%
5	Textile items not made up as yet; leaves fashioned from artificial or natural materials	6	6	0%
6	Furniture/furnishing	6	8	-25%
8	Tools and hardware	5	0	-
23	Fluid distribution installations; sanitary, heating, ventilation, air-conditioning installations; solid combustibles.	5	3	67%

<sup>(6)</sup> In Conformity with Article 132 of Law 17-97 as it has been modified and completed by Law 23-13, OMPIC publishes the Official Catalogue of Industrial Designs. This Catalogue contains information pertaining to new applications.

The ranking of renewal applications, as per activity sector in 2016 shows the domination of Class 9, "Packaging and containers for the transportation and handling of goods/merchandise" with 55 applications.

Class 1, Foodstuff which comes in 2nd position, witnessed a remarkable 400% increase compared with 2015. Similarly Class 4, "Constructions and construction components," grew by 220%.

## 5. INTERNATIONAL APPLICATIONS FOR THE REGISTRATION OF INDUSTRIAL DESIGNS

### A. Morocco as Country of Origin

	2012	2013	2014	2015	2016
International Applications	1	1	4	3	5
Number of Designs	2	1	8	10	15
Renewals	0	6	2	5	3

International industrial designs applications (with Morocco as country of origin), according to the Hague system grew by 67% in 2016, with 5 against 3 in 2015, and a total of 15 designs, compared with 10 in 2015.

By contrast, international applications for renewal edged down in 2016, with only 3 applications, compared with 5 in 2015.

### B. Ranking of Morocco in the Top 10 Countries designated in International Applications, according to the Hague System

	2012	2013	2014	2015	2016
European Union	1946	2099	2203	3050	3754
United States of America	0	0	0	959	2031
Switzerland	1856	1934	1857	1872	1812
Turkey	1160	1339	1268	1322	1281
Japan	0	0	0	576	1042
Republic of Korea	0	0	276	886	925
Singapore	625	743	731	778	802
Norway	709	785	750	861	775
Ukraine	608	699	606	658	609
Morocco	381	430	410	494	411
<b>Total</b>	<b>7285</b>	<b>8029</b>	<b>8101</b>	<b>11456</b>	<b>13416</b>

As has been the case over the last four years, Morocco is still among the first 10 countries designated in international applications, with 411 designations, which accounts for 3% of the total 10 first designations.

## IV. GEOGRAPHICAL INDICATIONS

The year 2016 saw the registration of 03 geographical indications (GI) on the National Register of Geographical Indications (GI) and Designation of Origin (DO) which is held by OMPIC, taking the total number to 36 GI and DO.

Registrations concern the following :

- GI Oued El-Maleh Quinces
- GI L'Oriental's Dry Rosemary Leaves
- GI L'Oriental Rosemary Essential Oil

The geographical area of the former depends on the Prefecture of Mohammedia, while the latter two are located in the Oriental (or, the Kingdom's Eastern Region).

To date, the National Register of Geographical Indications (GI) and Designation of Origin (DO) comprise 31 GI and 5 DO.

It should be noted that other applications for GIs, namely "the FOUM-ZGUID HENNE", "the RHAMNA BELDI (or, Local) CUMIN," "the AL-HOCEIMA DELLAHIA BARBARY FIG" "AKNOUL ALMONDS," "AMELLAGO-ASSOUL ALMONDS ...", were examined in 2016 by the National Commission for Distinctive Signs of Origin and Quality (CNSDOQ) of which OMPIC is a member.

It may be recalled that CNSDOQ reviews and decides on applications for GI or DO so that the requested GI or DO may be formally acknowledged. Once accepted by CNSDOQ, the GI or DO are published in the official bulletin (or, the Official Gazette) and filed at OMPIC so that they may be inscribed on the national GI and DO register.

## V. TRADE NAMES AND COMMERCIAL NAMES

### 1. INTENTION TO CREATION INDICATORS



In 2016, the Office granted 72,299 commercial names relative to intentions to the creation of companies, which accounts for roughly a 10% increase compared with 2015.

The dominance of legal entities, as far as intentions to set up firms is concerned, is thus further confirmed. In fact, denominations for legal entities represent 88% of intentions to creation, as compared with 12% for Commercial signs for individual businesses.

It should be noted that denominations for legal entities have registered a 10% increase, compared with the previous year.

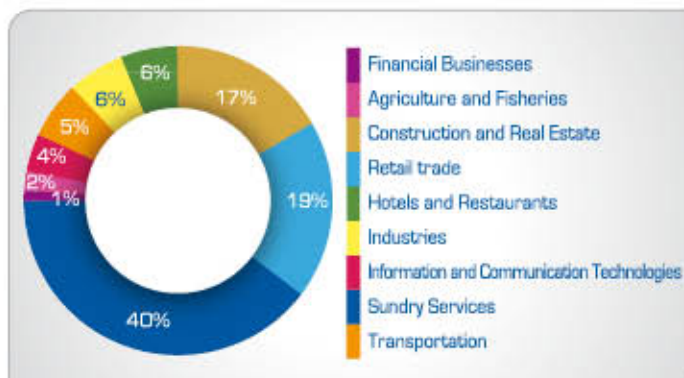
**2. BREAKDOWN BY LEGAL FORM**



The legal forms that are most solicited by applicants for trade names are LLC (Limited Liability Company) and EMLLC (Single Member Limited Liability Companies), which account respectively for 52% and 44% of the overall intentions to creation.

Limited company (LC) do not represent but 1% of the overall intentions to creation– and which constitutes a 7% drop compared with 2015.

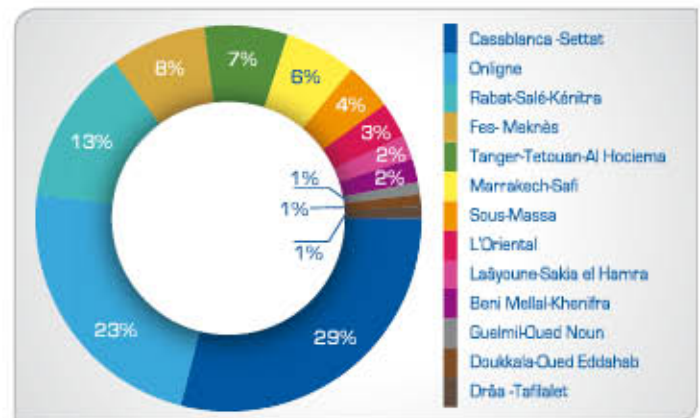
**3. SECTOR-BASED BREAKDOWN**



In 2016, three sectors concentrated as much as 92% of intentions to creation. These sectors are: services; trade; construction and real estate, which claimed these respective shares: 56%, 19% and 17%.

As for the industrial sector, it grew by 12% compared with the preceding years, and accounted for 6% of the overall intentions to business creation.

**4. REGIONAL BREAKDOWN**



The regional breakdown made on the basis of location where applications for trade names have been filed confirms the predominance of the Casablanca-Settat Region with a 29% share, followed by the Rabat-Salé-Kénitra Region with a 13% share. Applications emanating from the Tangiers-Tétouan-Al-Hoceima, the Fez-Meknès and the Marrakech- Safi Regions, respectively claimed shares 8%, 7% and 6%.

Concerning on-line filings for trade names, they account for 23% of the overall applications registered in 2016, or a 24% increase compared with the previous year, moving up from 14,573 applications in 2015 to 18,111 in 2016.

In the month of June of 2016, OMPIC's on-line claims platform was launched: [reclamation.ompic.ma](http://reclamation.ompic.ma). e-reclamation allows clients to submit and follow up on the progress of processing of their claims in real time.

Ever since that launch date, OMPIC has received 445 claims. The average time span needed to process and respond to claims is one working day.







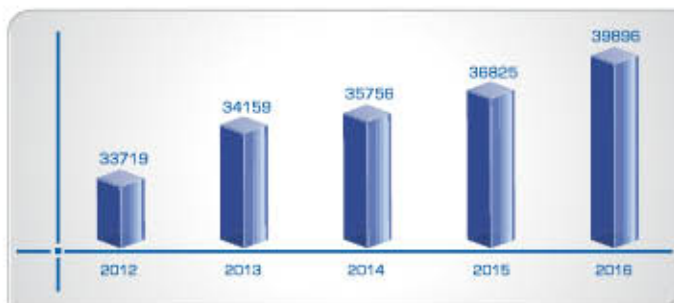
THE CENTRAL  
TRADE REGISTER



# THE CENTRAL TRADE REGISTER

## I. COMPANIES (LEGAL ENTITIES)

### 1. EVOLUTION OF BUSINESS CREATION



The number of companies set up in 2016 rose by 8.3%, compared with 2015, or 39,896 companies (legal entities) created in 2016, as against 36,825 which were established in 2015.

### 2. REGIONAL BREAKDOWN OF NEWLY CREATED COMPANIES

The regional breakdown of new registrations on the Trade Register in 2016 indicates that the Casablanca-Settat has kept its first position in the ranking by regions, with a 37% share of the overall newly created companies, followed by the Rabat-Salé-Kenitra (15%), the Marrakech-Safi (10,6%) and the Tangiers-Tétouan-Al Hoceima (10,5%) regions.

In terms of evolution, it should be noted that positive variations were registered notably at the level of the Tangiers-Tétouan-Al Hoceima Region with +13% jump and the Southern Region with +52% in the Dakhla-Oued Ed-Dahab Region, +25% for Laâyoune-Sakia El Hamra Region and +24% in the Guelmim-Oued Noun.

	2012	2013	2014	2015	2016
Casablanca-Settat	12 674	12 824	13 485	13 718	14 747
Rabat-Salé-Kénitra	4 911	5 304	5 458	5 897	5 930
Marrakech-Safi	3 425	3 467	3 660	3 830	4 233
Tangier-Tetouan-Al-Hoceima	3 507	3 591	3 843	3 689	4 185
Fez-Meknès	2 734	2 610	2 669	2 761	2 920
Souss-Massa	1 857	1 936	2 106	2 215	2 313
L'Oriental (or, Eastern Region)	1 320	1 373	1 440	1 362	1 500
Laâyoune-Sakia El-Hamra	824	772	754	999	1 248

Béni Mellal-Khénifra	989	954	849	898	886
Dakhla-Oued Ed-Dahab	353	323	495	562	853
Drâa-Tafilalet	874	755	767	635	759
Guelmim-Oued-Noun	251	250	230	259	322
<b>Total</b>	<b>33 719</b>	<b>34 159</b>	<b>35 756</b>	<b>36 825</b>	<b>39 896</b>

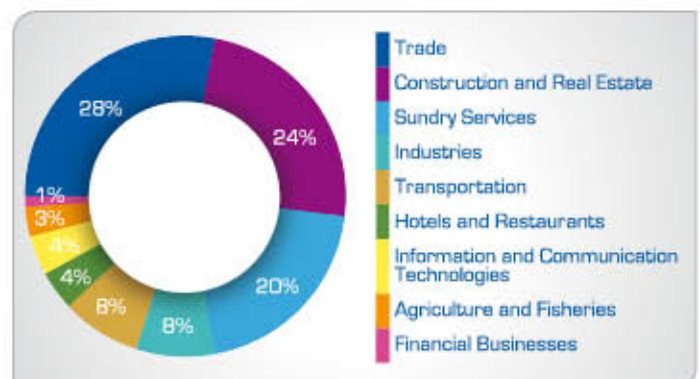
### 3. BREAKDOWN OF NEWLY CREATED COMPANIES BY LEGAL FORM

The breakdown of newly created companies on the basis of their legal form in 2016 shows the predominance of Single Member Limited Liability Companies (49.5%) and Limited Liability Companies with (47.9%). It should be noted that Limited Companies account for only 0.6% of the overall companies being set up.



### 4. SECTOR-BASED BREAKDOWN OF NEWLY CREATED COMPANIES

The sector-based breakdown of newly-created companies shows that the "trade," "construction and real estate," and "sundry services" come at the top of the ranking. They account, respectively for 28.4%, 23.6% and 19.8% of the overall new companies.



## 5. MODIFICATIONS

OMPIC received 44,859 declarations of modification brought to registrations on the Trade Register bearing on legal entities during 2016, compared with 41,547 in 2015, which accounts for an 8% increase.

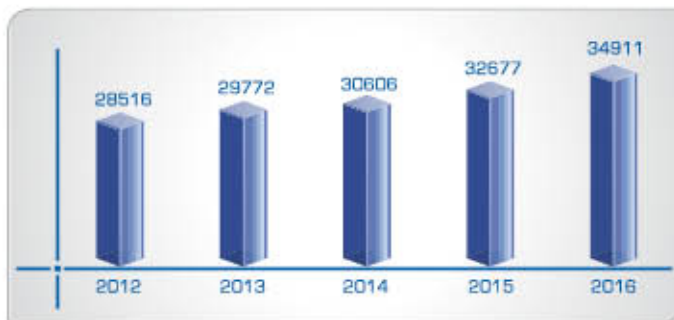
The main modifications and legal events involved in amending statements entered in the trade register are as follows :

	2015	2016	16/15
Change of representative/manager	14445	15931	10%
Change affecting associates	10977	12197	11%
Change of address	11046	12908	17%
Transfer of shares	10626	11412	7%
Augmentation of capital	4900	4605	-6%
Change of Legal Form	3949	4526	15%
Change of business	3963	4444	12%
Change of denomination	1109	1265	14%
Transfer between tribunals	686	840	22%
Diminution of the capital	390	444	14%

NB : a modification declaration may extent to several legal elements (on average, three events per model)

## II. NATURAL PERSONS

### 1. EVOLUTION OF NEWLY CREATED INDIVIDUAL BUSINESSES



In 2016, the creation of individual companies (natural persons) witnessed a 7% evolution compared with the preceding year, which accounts for 34,911 businesses set up, in comparison with 2015 when 32,677 were established.

### 2. REGIONAL BREAKDOWN OF NEWLY CREATED INDIVIDUAL BUSINESSES

	2012	2013	2014	2015	2016
L'Oriental (or, the Eastern Region)	2 651	3 225	3 520	4 308	6 331
Tangier-Tetouan-Al Hoceima	4 021	4 791	4 813	5 405	6 127
Casablanca-Settat	4 758	4 677	4 425	4 087	3 993
Rabat-Salé-Kénitra	3 633	3 782	3 975	3 872	3 625
Fez-Meknès	3 535	3 330	3 530	3 301	3 404
Marrakech-Safi	2 733	2 807	2 844	2 660	2 576
Laâyoune-Sakia El Hamra	1 550	1 521	1 633	2 289	2 358
Sous-Massa	2 132	2 226	2 283	2 282	2 288

Béni Mellal-Khénifra	1 865	1 714	1 839	1 727	1 551
Guelmim-Qued Noun	407	373	511	1 312	1 178
Drâa-Tafilalet	809	871	833	934	979
Dakhla-Oued Ed-Dahab	425	455	400	500	501
<b>Total</b>	<b>28 516</b>	<b>29 771</b>	<b>30 606</b>	<b>32 677</b>	<b>34 911</b>

The share claimed by the Oriental (or, Eastern Region) comes first (18%), with 6,331 new natural persons' registration in the trade register in 2016. In fact, this region saw a robust increase in 2016, +47%, comparatively with 2015.

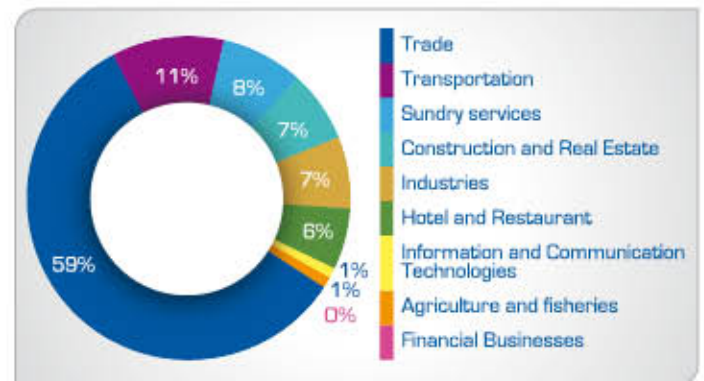
The Tangiers-Tetouan-Al Hoceima Region occupied the second position, with a 17% share. This represents a 13.4% growth in comparison with the same time-span in 2015.

The Casablanca-Settat Region managed to position itself in the 3rd place.

### 3. BREAKDOWN BY BUSINESS SECTOR

The "Trade" sector comes in the first position in the sector-based breakdown of individual businesses set up in 2016, claiming as much as 59% of total matriculations. It is followed by the "Transportation Sector" with 11%.

As for the "Sundry Services" sector, it comes in 3rd position. It had kept steady with an 8% share.



### 4. MODIFICATIONS

20,039 modifications were brought to the status of natural persons matriculated on the Trade Register during the year 2016, recording a 6% increase compared with the preceding year (18,881).

	2015	2016	2016/2015
Change of address/goodwill	2986	2985	-0.03%
Change of sign/emblem	832	844	1.44%
Change of business activity	3834	3616	-5.69%

## III. CENTRALIZATION OF LEGAL DOCUMENTS

As a part of its activity to centralize legal documents pertaining to the creation and modification of companies matriculated on the Trade Register, OMPIC received upwards of 244,000 documents (including, statutes, minutes, creation-and modification templates) relative to registrations in 2016. Moreover, more than 157,000 financial statements relating to fiscal year 2015 were centralized by OMPIC in the course of the year and were thereafter made available on-line as of 2016 via the portal [www.directinfo.ma](http://www.directinfo.ma).

### Submission of the Financial Statements :

Fiscal year	2011	2012	2013	2014	2015
Filings of financial Statements	113 965	126 885	133 858	146 458	157 666

Over the last five years, the number of **Financial Statements** centralized by OMPIC has been steadily increasing (at roughly 8% a year). It grew from 146,458 submissions during fiscal year 2014 to 157 666 in fiscal year 2015.



DEVELOPMENT  
ACTIVITIES, TRAINING  
AND INFORMATION  
SERVICES



# DEVELOPMENT ACTIVITIES, TRAINING AND INFORMATION SERVICES

## I. PROMOTION AND AWARENESS RAISING

### 1. FIRST EDITION OF « CASABLANCA IP WEEK »

Placed under the High Patronage of His Majesty, King Mohammed VI the Casablanca IP Week offers economic actors a platform for exchanges and debates on various questions related to the role of industrial property in speeding economic emergence.

### Casablanca IP Forum (May 13, 2016)

As an event which marked the launch of the Casablanca IP Week, the day saw the participation of eminent personalities, including ministers, directors, top-officials representing organizations and offices in charge of Industrial Property, as well as company-executives and industrial property professionals.

During that meeting, debates centered on the following three major themes :

- The 21st Century Industrial Property: a Lever of Growth for Emerging Economies;
- National Industrial Property Strategies: New Challenges and Contributions to Economic Development;
- Industrial Property Management within Companies.



Organized on May 13-18, 2016, the first Edition of the Casablanca IP Week was marked by a series of meetings and high points which punctuated the Centenary of Industrial Property in Morocco 1916-2016. The events brought together 1,300 guests and 46 experts coming from Morocco, Africa, Asia and Europe.



## Casablanca IP Mall (May 13-18, 2016)

Exhibition that is open to the general public in order to demystify the various aspects of industrial property.



Casablanca IP Mall was an occasion to trace the history of the 100 years of Industrial Property and to highlight the value and wealth of the national heritage, via a recreational and interactive exhibit, which offers a dynamic vision of the world of trademarks, designs, and patents.



Casablanca IP Mall featured a chronological presentation, structured around the main periods which have marked the history of industrial property in Morocco, to wit :

- 1916-1955: Precursors of industrial property
- 1956-1981: Modern Morocco on the move
- 1981-1999: the Challenges of Globalization
- 2000-2014: The Twenty-first Century: a Turning point...
- As of 2015: Towards emergence

The Mall witnessed the participation of primary, secondary pupils and higher education students – the aim being to encourage future generation to use industrial property as a tool for the advancement of innovation and the stimulation of creativity.

## Morocco Awards, honoring Brands (May 13, 2016)

Placed under the theme: "Moroccan Brands beyond boundaries," the 7th Edition of Morocco Awards sought to pay tribute to Moroccan brands which had managed to assert themselves internationally, and more particularly in Africa.

The Prizes and Trophies put up for competition during the present Edition are as follows : "Brand of the Year," "Special Prize in Commemoration of the Industrial Property Centennial in Morocco," the "Branding Trophy," the "Innovation Trophy," the "Brand of the future Trophy," the "Local Brand Trophy," in addition to the Trophy for the "Brand goes global" trophy," with a focus on Africa, and the "Audience award," which is given on the basis of an opinion survey regarding the favorite brand in the eyes of Moroccan people.

Seven winners, among 72 candidate brands, were awarded their prizes/trophies by a jury made up of professionals, on the basis of evaluation criteria bearing on : the company brand-development strategy, its marketing policy, the extent of its innovation, company indicators and export-development, key company developments, as well as the quality of its products or services.



Awarding ceremony of the "Moroccan Brand of the Year", special centenary



DG of WIPO, DG and President of IP offices in trophies' awarding ceremony

### The Distinctive Signs Day (May 14 2016)

This was a meeting which brought national and international experts (from Burkina Faso, Spain, and France) for the purpose of reviewing the potentialities and stakes of distinctive signs (trademark, geographical indications, domain names), as tools well suited for commercial development and sharing examples of strategies designed to develop distinctive signs, notably geographical indications.



During the day, a second round of discussion focused on the accompanying professions for industrial property users. It took the form of a round table which spurred reflection on three main poles of industrial property management, namely: Learn, Protect, Assert and defend IP rights.

### Patent and innovation Day (May 16 2016)

The aim was to underscore the patent as a strategic tool in technological development. The issue was addressed during a conference which brought together R&D and industrial property professionals from Germany, Spain, Morocco, and Japan; representatives of the private sector; as well as Moroccan and African academics and researchers.



The day was also marked by the launch of the Patent Marketplace an innovations exchange market which gathered together 31 project-owners (22 Moroccans and 9 foreigners including 4 Africans) and representatives of the public and private sectors. The aim is to create some rapprochement between market needs and existing patents.

The flagship sectors of this Marketplace were :

- Metallurgical, Mechanical and Electromagnetic Industry (MMEI);
- Health;
- Agro-industry;
- New Information and Communication Technologies (NICT).

### Design Day (May 17, 2016)

Three main activities were present to put to the fore the role played by Design as a valuable asset at the service of company competitiveness :

- A conference associating the technical and legal aspects of protection and management of industrial designs, as well as those linked to creativity, valorization, and the integration of design as a strategic tool at the service of company competitiveness;



- The closing of the pilot-stage of Namadij Project, which has been run in collaboration with the World Intellectual Property Organization (WIPO). This stage made it possible to follow through 26 companies in the process of implementing a design-strategy based on industrial property.



- Activities co-organized by OMPIC, Le Matin Group, Designer Hicham Lahlou, and Casa Moda Academy :

- "Africa Design Award" ceremony: Design Concept Prize; the "Femina Prize," the "Product Design Prize," and the "Young Designer Prize." The 2016 Edition is placed under the theme: "Twenty-first Century Africa: A Bridge between Tradition and Innovation" falls within the framework of the "Casablanca IP Week." As an initiative of the Designer Hicham Lahlou, "The Africa Design Award" aims to highlight the talent and creativity of Arab and African designers.

- A fashion show, placed under the theme: "the Morocco-Africa Cultural Mix"

- A Morocco-Africa Creation Exhibition was organized on the side-lines of the seminar on design. The event saw the featuring of the creations made by companies taking part in the Namadij Project, Casa Moda Academy students as well as renowned designer from Morocco and Africa.

- Exchange seminar between national actors, including CONPIAC members and international partners (Spain, France, Japan, OMD and OMPI) to debate the main stakes of counterfeiting, the role played by public-private partnership in this regard, and the new challenges to be raised in order to combat counterfeiting effectively;

- Theme-based workshop designed for the automobile spare-parts sector. The aim is to exchange ideas on the approach adopted by national professionals in the sector with a view to establish labeling for the distribution of non-counterfeited auto-parts, through the establishment of a collective certification mark.



Presentation of the Centenary of Industrial Property in Morocco in Geneva (October 2016)



Celebrations of the Centenary of industrial property in Morocco (1916-2016) were continued in Geneva, through the organization of an exhibition on the evolution of the Moroccan industrial property system over its 100 years of existence.

This exhibition, which was scheduled on the side-lines of the 56th Series of the Meetings of Assemblies of the Member States of the World Intellectual Property Organization (WIPO) held in WIPO's headquarters, unfolded in the presence of delegates from 189 WIPO member-States. The exhibition sought to underline the significant place held by immaterial capital and industrial property in Moroccan economic and social development project, through the five main periods which have marked the history of industrial property in Morocco.



Law Enforcement in the area of Industrial Property (May 17-18, 2016)

As part of the most important debates organized during the Casablanca IP Week, questions relating to the defense of industrial property rights were addressed in three meetings :

- An inter-regional workshop on the enforcement of industrial property rights, co-organized by WIPO and JPO: The workshop discussed the international framework governing the implementation of rights; anti-counterfeiting strategies, with a focus on the Moroccan and Japanese models of measures taken at the level of borders;

## 2. OMPIC'S SIDE-EVENT ON THE OCCASION THE COP 22

On the occasion of the 22nd Session of the Conference of Parties to the United Nations Framework Convention on Climate Change (COP22), OMPIC organized a Side Event labeled COP22, bearing on the contribution of industrial property to the solutions designed to handle climatic disruptions and changes.

This Side Event, which gathered together more than 250 persons coming from Morocco, Europe and Asia constituted a platform for the exchange of experiences and debates, through :

- A launch seminar, held on November 10, 2016, which made it possible to address examples of national strategies and good practices in the use and the valorization of industrial property assets in order to boost development and the dissemination of environment-friendly technical solutions and solutions which mitigate the impacts of climatic changes;
- Three round-tables, organized on November 11-12, 2016, in partnership with WIPO and INPI (France) in order to shed light on the technological evolutions taking place in Africa, through the analysis of the patent and distinctive signs activity, notably in the sectors of agriculture, water, and solidarity-gearred. Examples of innovative solutions developed by small and medium-sized companies were presented during the event.
- An IP Marketplace, was open from November 7 through 18, in the stand of the Ministry of Industry, Trade, Investment, and Digital Economy in the Green Zone of the COP 22 Site. The exhibit features 47 innovative technological solutions designed to combat or mitigate climatic changes, as developed by start-ups originating from Morocco, Sub-Saharan Africa, Saudi Arabia, Egypt, France, and Spain. The solutions exhibited were organized around seven activity sectors :

- Industrial applications based on the development and valorization of solar energy;
- Storage and valorization of wind, mechanical, and hydro-mechanical energy;
- Ecological materials, products, and equipment;
- Processes for treating and saving water and drinking water;
- Production of alternative food components, with a medical and agro-food applications

- Industrial valorization of waste, with use as fertilizers and combustibles
- Digital applications for sustainable development.

Also part of Side Events was the holding of the 4th Annual Meeting of WIPO Green Advisory Committee, led by the World Intellectual Property Organization, of which Morocco is a member, the program aims to promote the creation and development of technologies in the area of sustainable development, through the facilitation of contacts between the creators and suppliers of these technologies and various buyers across the world. The meeting saw the participation of experts in the area of the protection and valorization of innovation originating from Australia, the Republic of Korea, Denmark, Ghana, Japan, Morocco, and Switzerland. The members of WIPO Green Advisory Committee underscored the strong contribution made by Morocco to international endeavors aimed at mitigating the impacts of climatic changes. Exchanges also dealt with WIPO Green activities during the year 2016 and its set strategic objectives for the years to come.

## 3. NAMADIJ PROJECT IN FAVOR OF COMPANIES CREATING DESIGNS



Namadij project which is implemented by OMPIC in collaboration with the World Intellectual Property Organization (WIPO) aims to help companies develop a well-adapted strategy based on industrial property, and more particularly in the area of Design. The closing of the pilot stage of the project, which has made it possible to follow through 26 Moroccan companies in implementing an adequate industrial property strategy, was an occasion to announce the launch of the ensuing stages of the project, in collaboration with Namadij partners, in a bid to ensure the permanence of this pilot experience and to share it with interested countries.

During the participation of OMPIC in the Design Fair, known as Index North Africa, feedback on this pilot experience, along with the presentation of the progress of Namadij was made on behalf of designers, students of design school, and design-creating companies.

## 4. SEMINARS, INFORMATION DAYS, FAIRS AND EXHIBITION

Other follow-through, promotion, and awareness-raising events about the role of industrial and commercial property were organized by OMPIC in 2016, namely :

- - Workshop on Law 17-97 as modified and completed by Law 23-13 in collaboration with R&D Maroc Association; Moroccan Inventors' Union and The Moroccan Association of Research and Invention (the Moroccan Research and Invention Association);
- Awareness-raising and information workshop on behalf of teachers-researcher and laboratory chiefs at Hassan II University in Casablanca
- Information Day on the theme: "Services rendered to Companies, particularly to Small and Medium-sized Companies to propel Regional Development" for the benefit of CCIS members in El-Jadida, Mohammedia and Settat.
- Information sessions organized in the framework of an Innovation Day centered on the role of patent system in the promotion of innovation at ENSAM in Casablanca.
- Workshop on the importance of industrial property in the business model of startups and on research in patent databases, organized at Mohammadia Engineering School (EMI).
- Seminar organized by MASCIR Foundation on "The Introduction of a New 'Stirling' Technology to Morocco to serve in Solar Energy."
- Conference organized in partnership with the Arab Industrial and Mining Development Organization (AIDMO) and the Islamic Center for the Development of Trade (CIDC) under the theme of "The Importance of Industrial Property in Technology Transfer,"

## II. BUSINESS ACCOMPANYING SERVICES

### 1. OMPIC'S E-SERVICES

	2012	2013	2014	2015	2016	2016/ 2015
Transactions	52 673	47 970	58 783	63 559	68 676	8%

During 2016, OMPIC registered 68,676 operations carried out online, as against 63,559 in 2015, which accounts for an 8% increase. Moreover, the utilization level of this platform saw an evolution in the number visits, which added up to 428,134 in 2016 compared

with 359,324 in 2015—a 19% increase. As far as the development of new on-line services is concerned, OMPIC launched five new services in 2016, namely :

- **E-datage (or, electronic date-stamp)** : this service makes it possible to benefit from a date-stamp procedure via a date-stamp application. Date-stamp consists in assigning a definit date to a creation, idea, or concept subject matter protected by intellectual property. This grants the applicant a proof of anteriority which is valid for a five-year period, starting from the date the application is filed.
- **Directinfo mobile** : a mobile application offering the user the possibility to consult information pertaining to all the companies matriculated in the National Trade Register notably registration number; matriculation location; date of creation, legal form, business activity, capital, and much more. The application also offers a real time follow-up service on the processing of application for a Negative Certificate and allows the applicant to download the certificate when the application is approved or to check the reasons warranting rejection, in the opposite case. The application is available on the two platforms: Google Play Store and Apple App Store.
- **Payment of Patents' Annuities** : this is an on-line service allowing the payment of yearly duties to keep the rights conferred by Patent in force.
- **Industrial and Commercial Property Barometer** : Launched in its initial version in 2015, this decision-taking tool, which allowed consultation of statistical data pertaining to the creation of companies, was further augmented in 2016. Two major evolutions were put on line: (1) the provision of statistical data relating to delisted companies; (2) the supply of statistical data on the activity relating to the protection of industrial property : patents, brands, industrial designs.
- **e-reclamation (or, e-claims)** : Put online In June 2016 to receive and handle the claims made by the users of Negative Certificate Service, this platform was extended in the course of the same year to handle applications relating to trademarks, online services, and common business identifier (ICE).

It should be noted that any improvement to OMPIC's e-services platform are brought on the basis of satisfaction surveys conducted by the Office in order to collect customer observations and expectations.

**Evolution of On-line Services :**

Industrial Property and Negative Certificate [Company Name]							
	NC	Trademarks	Designs	Patents	Trademarks Renewal	Design Renewal	E-database
2012	4189	992	*	*	*	*	*
2013	4947	1743	20	*	47	*	*
2014	9991	2268	42	*	257	5	*
2015	13578	2552	136	46	1452	57	*
2016	16974	2921	167	115	1939	41	10
2016/2015	25%	14%	23%	150%	34%	-28%	*

During 2016, on-line services relating to the protection of industrial property and to application filings for negative certificate, for the most part, saw a two digit increase. Accordingly, the services that actually registered the highest increase compared with 2015 are as follows :

- Patents : +150%
- Renewal of trademarks : +34%
- Applications for Negative Certificate : +25%
- Designs applications : +23%
- Trademarks applications : +14%

**Services Linked to the Central Trade Register (RCC)**

	Consultation of Information pertaining to Companies	Balance Sheets and report of the Statutory Auditor	Statuses and Minutes
2012	15840	29579	2073
2013	7810	30162	3241
2014	4360	37488	4372
2015	4013	37006	4719
2016	3646	36261	6602
2016/2015	-9%	-2%	40%

Consultation of company financial documents (summary statements) continues to claim 1st position in OMPIC's on-line services (more than 52%, in comparison with all the other services and 72% compared with other services of the Central Trade Register). Nevertheless, the services witnessed a slight 2% drop for the second year in a row. Conversely, the consultation of statuses and company Minutes grew by 40 comparatively with 2015.

In regard to consultation of information on companies, it should be noted that the use of these services is on a downward trend. The drop may be accounted for the free-of-charge provision of the majority of information services, through OMPIC's the platform, "Directinfo," as well as by way of mobile applications.

**2. TRAINING ACTIVITIES WITHIN THE MOROCCAN INTELLECTUAL AND COMMERCIAL PROPERTY ACADEMY**

The year 2016 saw the organization of 15 training sessions for the benefit of roughly 160 attending Moroccan and foreign participants, emanating from universities, R&D centers, companies, chambers of commerce and industries, national industrial property offices (in African countries) and OMPIC.

The training sessions centered especially on the procedural aspects governing distinctive signs, the legal framework for the protection of industrial property titles; the management and operation of industrial property; as well as contracts and agreements in the area of industrial property.

Other training sessions covering aspects of industrial property were organized for the benefit of students attending faculties and various higher education schools.

**Industrial Property Animator Certificate (CAPI)**

In 2015, AMAPIC, in partnership with INPI (France) and OMPI, developed an Industrial Property Animator Certificate (CAPI) in order to meet the requirements of companies and professionals looking to build their capacities in the area of industrial property and to develop their efficiency in the management and valorization of immaterial assets.

Thus, in May 2016, in the framework of the Casablanca IP Week, OMPIC, INPI and OMPI signed a Memorandum of Understanding for the purpose of developing a general frame of cooperation between the parties in order to develop training schemes in the area of intellectual property, for the benefit of Moroccan trainees and representatives of developing and less advanced countries.

In September 2016, in collaboration with its partners (OMPI and INPI), OMPIC launched the second edition of

CAPI, while adding novelties to it. In fact the 2016-2017 CAPI Program is structured in two parts: the first part, a "Common Core," which is organized in 4 modules, aims to provide training in the basics. The second part aims to deepen the knowledge acquired at the level of the first part of the training, while focusing on one of the main specialties: Branding (2 modules) or Technology (2 modules).

The second edition enlisted the participation of 24 candidates, 10 of whom are from African countries (Burkina Faso, Congo, Mauritania, Tunisia, Algeria, Cap-Verde, Gabon, Mali, Togo and Djibouti), 5 representatives of Moroccan companies, 5 representatives of chambers of commerce and industry and 4 OMPIC representatives.

## On-line Training

Likewise, AMAPIC offers on-line training in the area of intellectual and commercial property, through 25 on-line modules available on AMAPIC's e-learning platform. In 2016, approximately 460 participants in on-line courses, followed the modules proposed and managed to earn their training completion certificates, compared with 194 in 2015.

The courses followed on line are distributed as follows: 84 on the module "The Fundamentals of Intellectual Property," 65 in the module: "Brands: the Basics," 62 in the module titled "Industrial Designs, 46 in the module dubbed "Patents : the Basics," 44 in the module titled "Copyright," 37 in the module "Trade Register," 32 in the module called "Laws bearing on Industrial Property and Procedures," 30 in the module, "Trade names."

On line training sessions developed by OMPIC are intended for several profiles: company executives, students, and state employees. In fact 82% of the persons benefiting from these trainings are Moroccan nationals residing in different regions. The rest originate from other countries, notably African countries (Algeria, Tunisia, Togo, Côte d'Ivoire, Senegal, Djibouti, ...).

## In-house Training

In 2016, AMAPIC co-organized several training sessions intended for OMPIC's staff. The training consisted mainly of the following :

- Training of new recruits using a Blended Training approach (a scheme which combines in-class and on-line training). The training is an initiation to industrial property and OMPIC's main activities;
- Coordination of the registration of two OMPIC's

executives in ECC master's schemes ;

- Six enrolment in master's study-schemes, developed by ISCAE, 3 of which are in the final stages of the program;
- English courses for 30 OMPIC's executives;
- Training offered to 23 officials and senior executives in time management and team management;
- Training of six engineers in patents examination technics;
- Training of IT engineers in development tools, systems and data-base administration, and project-management.

## Master's in Intellectual Property

During 2016, AMAPIC followed its activities with the Faculty of Law, Economics and Social Sciences at Hassan I University in Settat (UH1S) with a view to set up a master's program in intellectual property. Titled "Intellectual Property Rights," was accredited in July 2016 by the Ministry in charge of Higher Education.

## 3. SERVICE CENTERS

Industrial and Commercial Service Centers, which are open within Chambers of Commerce, Industry, and Services are OMPIC's interfaces and thus offer subscribers to these chambers, outreach services in the area of industrial and commercial property.

### Service Centers' Activity

During 2016, 143 trademarks applications 1,172 applications for negative certificates were filed at the eleven service-centers that already operational in the following regions: Casablanca-Settat, Rabat-Salé-Kenitra, L'Oriental (or, Eastern Region) and Guelmim-Oued Noun. The breakdown of the activity is as follows :

- The Casablanca-Settat based Chamber of Commerce, Industries and Services: 64 trademark applications, 893 applications for negative certificate;
- The Rabat-Salé-Kenitra based Chamber of Commerce, Industries and Services: 05 trademark applications, 87 applications for negative certificate;
- The L'Oriental based Chamber of Commerce, Industries and Services: 05 applications for negative certificate;

- The Guelmim-Oued Noun based Chamber of Commerce, Industries and Services: 101 applications for negative certificate;

- The Casablanca-based French Chamber of Commerce and Industry in Morocco: 72 trademark applications and 86 applications for negative certificates.

### Signature of partnership agreements

2016 was likewise marked by the signing of five conventions providing for the creation of industrial and commercial property service spaces in the Chambers of Commerce, Industry and Services in the Souss-Massa and Guelmim-Oued Noun regions.

Three additional agreements aimed at bolstering the framework of follow-through and promotion in the area of intellectual property in the Casablanca-Settat, Rabat-Sale-Kenitra and l'Oriental Regions were appended.

### Organization of training sessions for Chamber of Commerce, Industries and Services

Four training sessions were organized in 2016 for the benefit of agents serving at the level of the chambers of Casablanca-Settat, L'Oriental, Rabat-Salé-Kénitra, Laâyoune-Saquia El Hamra, Dakhla-Oued Eddahab, Guelmim-Oued Noun, Souss-Massa, Daraa Tafilalt, Tanger-Tétouan-Al Hoceima, Fès-Meknès, Béni mellal-Khénifra and Marrakech-Safi.

## III. INTERNATIONAL COOPERATION

2016 coincided with a multiplication of international cooperation, most notably south-south cooperation. In fact, more than 100 representatives from 26 African countries, including General Managers, officials in charge of industrial property, various other people with stakes in industrial property, inventors, designers, and entrepreneurs were received by OMPIC over the year, either in the context of study visits or activities organized in the framework of Casablanca IP Week. Here are some notable instances

The study visit paid to OMPIC by a delegation of General Directors and officials in charge of industrial property in 8 African countries, namely: Botswana, the Democratic Republic of Congo, Ghana, Madagascar, Mali, Namibia, Niger and Nigeria. Organized on September 6-8, 2016, in collaboration with the World Intellectual Property Organization (WIPO), the visit was intended to allow visitors to inquire about the Moroccan experience in the area of trademarks, patents, and design management,

and more particularly OMPIC's 2016-2020 Industrial and Commercial Property Strategy.



Organization of a study visit for a delegation of Directors-General and heads of industrial property offices from 8 African countries: Botswana, Democratic Republic of Congo, Ghana, Madagascar, Mali, Namibia, Niger and Nigeria at OMPIC 6 to 8 September 2016

In the same vein, and in collaboration with WIPO and INPI, OMPIC organized a training session centered on trademarks on behalf of 16 persons from different nationalities (in Africa, Asia, and Europe). The training dealt mainly with the different aspects of the trademark systems at the national, regional and international levels.

A study visit centered on the trademarks system was paid by a Mauritanian delegation on July 27-29 July 2016 to OMPIC's headquarter. The visit was organized in collaboration with WIPO.

The award of CAPI (or Industrial Property Animator Certificate) to the first class in May 2016: stretched over a 6 month-period, the training session which is offered in partnership with INPI (France) and WIPO, enlisted the participation of 6 African countries, namely: Morocco, Algeria, Cameroun, Côte d'Ivoire, Senegal and Tunisia. In regard to the second edition (2016-2017), 11 African countries are scheduled to take part in the training: Morocco, Algeria, Burkina-Faso, Cap-Verde, Congo, Djibouti, Gabon, Mali, Mauritania, Togo and Tunisia.

In the framework of COP 22 and in collaboration with WIPO and INPI, 9 African startups were selected to participate in the IP Marketplace, an event organized in the Green Zone by OMPIC. The IP Marketplace saw the participation of 21 startups coming from Morocco, the Arab region, Africa and Europe.

Moreover, OMPIC's Director General undertook two evaluation missions to Kuwait Trademarks Office and the Saudi Arabia trademark office. These missions, which were organized in collaboration with WIPO, sought to identify needs and explore ways and means of modernizing and improving the management of industrial property.

Concerning cooperation programs with international, regional, and national industrial property organizations, the year 2016 saw the completion of the following activities :

### 1. COOPERATION WITH THE WORLD INTELLECTUAL PROPERTY ORGANIZATION (WIPO)

The Moroccan Industrial and Commercial Property Office (OMPIC), represented by its Director General, chaired the 35th and 36th Sessions of the Standing Committee on the Law of Trademarks, Industrial Designs and Geographical Indications (SCT) which were held on April 25-27, 2016 and on October 17-19, 2016 at the Headquarters of the World Intellectual Property Organization in Geneva.

On the occasion of the celebration of the Industrial Property Centennial in Morocco, WIPO's Director General paid an official visit to Morocco on May 12-13, 2016. At the Ministry of Industry, Trade, Investment and the Digital Economy on May 12, OMPIC and WIPO signed a Memorandum of Understanding designed to support the actual implementation of the 2016-2020 Industrial and Commercial Property Strategy and to bolster the development of the industrial property system in Morocco.

OMPIC, WIPO, and INPI also signed a Memorandum of Understanding on May 13, 2016, aimed at coordinating their efforts for the purpose of establishing joint training schemes designed to build competency in the area of intellectual property.

Along the same lines, WIPO also participated in design-related activities organized in the framework of the Casablanca IP Week. On the occasion, the pilot project Namadj which was conducted in collaboration with WIPO for the benefit of design-creating companies, was closed.



On the side-lines of the 56th Series of meetings and assemblies of the member states of the World Intellectual Property Organization, held in Geneva on October 3-11, 2016, several meetings were organized between OMPIC and WIPO, more particularly with WIPO's services in charge of the following sectors: Arab Bureau, Africa Bureau, Trademarks and Industrial Designs Sector, the World Infrastructure Service in charge of information and communication technologies, WIPO's Academy, service in charge of WIPO Green Program, Mediation and Arbitration Center, and the service in charge of Strategies for Universities.

In the framework of the celebration of the Centenary of Industrial Property in Morocco and the organization of the 56th Series of Meetings and Assemblies of WIPO's member states, an exhibition on the Centenary of Industrial Property in Morocco was organized in WIPO's Headquarters in Geneva. The delegations of WIPO's member states participating in the General Assembly took part in the event.

WIPO contributed to the activities organized by OMPIC on the side-lines of the COP22, notably through participation in the IP Marketplace, as well as in the conference and the round-tables centered on sustainable development. The 4th Annual Meeting of WIPO Green Advisory Committee was organized by OMPIC and WIPO in Marrakech on November 12, 2016, in the sidelines of the COP 22. The meeting saw the participation of experts in the area of the protection and valorization of innovation, coming from Australia, the Republic of Korea, Denmark, Ghana, Japan, Morocco, and Switzerland.

### 2. AFRICAN INTELLECTUAL PROPERTY ORGANIZATION (OAPI)

The African Intellectual Property Organization (OAPI) took part in the activities organized by OMPIC in the framework of the "Casablanca IP Week", on May 13-18, 2016.

OMPIC and OAPI held the 5th Session of the Mixed Commission on September 19, 2016 at OMPIC's headquarters in Casablanca. During the meeting the two offices re-asserted their will to develop cooperation activities, notably in the areas related to the strategic aspects of industrial property, training, the promotion of industrial property, the valorization of patents and the Madrid system.

On the sidelines of this meeting, a study visit was organized on behalf of an OAPI delegation on September 20-21, 2016 to acquaint its members with OMPIC's experience in the area of international trademarks' management.

OMPIC also participated, as an observer, in the 56th Meeting of OAPI's Board of Administration, which was held on December 6-7, 2016 in Nouakchott in Mauritania.



The 5th session of the mixed Commission on intellectual property, between the African Intellectual Property Organization (OAPI) and the Moroccan Industrial and Commercial Property Office (OMPIC), at OMPIC Casablanca, 19 September 2016.

### 3. THE EUROPEAN PATENT OFFICE

During the year 2016, OMPIC and EPO carried on their cooperation program which had been initiated many years previously. More specifically, the program centers on the training of examiners, data-exchange, and experience-sharing in the area of computer tools ...

EPO thus participated in the activities of the Casablanca IP Week and the launch of the Patent Marketplace, on May 16, at OMPIC's headquarters. An exchange workshop on examination procedures was organized, with the other patents' offices, on the sidelines of the Casablanca IP Week.

Likewise, OMPIC and EPO held the 2nd Session of the Mixed Commission on September 8, 2016 in Munich. The works of the commission dwelt essentially on the validation system, EPO's cooperation projects with member state, the prospects of EPO-OMPIC cooperation, the possibility of enlisting the participation of Moroccan inventors in the European Inventor Award, and the participation of EPO in the COP 22.

### 4. EUROPEAN UNION INTELLECTUAL PROPERTY OFFICE (EUIPO)

On the side-lines of the 56th Series of meetings and assemblies of the member states of the World Intellectual Property Organization, held in Geneva on October 3-11, 2016, a meeting was organized between OMPIC and the European Union Intellectual Property Office (EUIPO). The meeting was devoted to the presentation of the main guidelines of OMPIC's and EUIPO's development strategies, as recently adopted by the two offices and reflection on future cooperation in the areas of information technology, anti-counterfeiting, and training.

### 5. THE AGADIR-AGREEMENT MEMBER STATES' OFFICES

The Industrial Patent Offices of the Agadir Agreement member-states, along with the Technical Unit pertaining to the Agreement, held a meeting in May 16, 2016 at the Head Offices of the Moroccan Industrial and Commercial Property Office (OMPIC). The purpose of the meeting was the evaluation of cooperating activities during 2015 and the adoption of a program covering 2016-2017. The program revolves around experience-sharing in matters of procedure, the organization of awareness-raising activities for the benefit of companies, and industrial property strategies at the level of universities and research centers.

On the sidelines of the 56th Series of Meetings of the Assemblies of the Member States of WIPO, held on October 3-11, 2016, a meeting was organized, in collaboration with WIPO's Arab Bureau, between OMPIC and the Member State of the Agadir Agreement. On this occasion, the offices discussed the activities inscribed on their cooperation program and solicited the support of OMPIC and the Arab Bureau in carrying them out, notably in what concerns the elaboration of a guide featuring anti-counterfeiting mechanisms.

### 6. THE STATE INTELLECTUAL PROPERTY OFFICE (SIPO - CHINA)

The Moroccan Industrial and Commercial Property Office (OMPIC) and the State Intellectual Property Office (SIPO, China) held the 2nd Mixed Commission on March 23-25, 2016 in Beijing and Tianjin (China).

On this occasion, several topics were addressed: one such is the recent evolution in the industrial property systems in Morocco and China, as well as the areas of collaboration likely to assist in the implementation of the Moroccan industrial and commercial property during the period spanning from 2016 to 2020, notably regionalization, patents examination, and alternative mechanisms for dispute-resolution.

SIPO also participated in the activities of the Casablanca IP Week. During the event, the two offices held a meeting which was consecrated to a review of their cooperation activities.

On the sidelines of the 56th series of meetings of the Assemblies of the Member States of WIPO, held on October 3-11, 2016, a meeting was organized between OMPIC and SIPO. The meeting was an opportunity to review the latest developments in the area of industrial



property in China and in Morocco. It was also an occasion to survey cooperation activities which centered on: examiners' training, the sharing of examination tools and processes (CPES and PPH), as well as cooperation between regional offices ...



2nd mixed commission between the Moroccan Industrial and Commercial Property Office (OMPIC) and the State Intellectual Property Office (SIPO China). March 23-25, 2016 in Beijing and Tianjin (China).



Meeting between Moulay Hafid Elalami, Minister of Industry, Trade, Investment and Digital Economy and Richard Yung, Member of the French Senate and Chairman of the National Anti-Counterfeiting Committee (CNAC-France), on 19 September 2016 at the OMPIC. This meeting is part of the implementation of the partnership agreement signed in May 2015 between the National Committee for Industrial Property and Anti-Counterfeiting in Morocco (CONPIAC) and the CNAC.

The 1st Session of the OMPIC/INPI Mixed Executive Committee was held on May 14, 2016 in Casablanca, on the sidelines of INPI's participation in the Casablanca IP Week. The points discussed centered on the following :

- Exchange of views on the new strategies adopted by the two organisms;
- Exchange of views on the main activities undertaken by the various directorates and divisions within the two offices;
- Future activities under the cooperation program.

In the framework of the implementation of the Partnership Agreement signed in May 2015, between the Moroccan National Committee for Industrial Property and Anti-Counterfeiting (CONPIAC) and CNAC, the Minister of Industry, Trade, Investment, and the Digital Economy, received the Chairman of the National Anti-Counterfeiting Committee (CNAC–France) on September 19, 2016 at OMPIC's headquarters.

INPI contributed to the activities organized by OMPIC on the sidelines of the COP22, through its participation in the conference, as well as in the round-tables devoted to sustainable development.

### 7. SAUDI PATENT OFFICE (SPO)

The Saudi Patent Office participated in the activities of Casablanca IP Week.

On the sidelines of the 56th series of meetings of the Assemblies of the Member States of WIPO, a meeting was organized between OMPIC and the Saudi Patent Office (SPO). During the meeting, the two parties reviewed the cooperation program between the two offices, more particularly: exchange between patent examiners; quality-based approaches; and the dissemination of Patent information via ArabPat platform.

During the year 2016, the two offices also held several meetings via video-conferences with a view to foster exchanges concerning the practices adopted by the two offices especially in the areas of patent examination and publication, quality-centered approach, customer-satisfaction, and on-line services.

### 8. NATIONAL INTELLECTUAL PROPERTY INSTITUTE (INPI, FRANCE)

On May 13, OMPIC, INPI, and WIPO signed a Memorandum of Understanding bearing on the establishment of joint-training schemes aimed at the building of capacities in the area of intellectual property. In this respect, two editions of "Industrial Property Animator Certificate CAPI" were set up (namely, the 2015-2016 Edition and the 2016-2017 Edition).



Meeting to review the cooperation between the Moroccan CONPIAC and the French CNAC.

### 9. THE SPANISH PATENT AND TRADEMARK OFFICE (OEPM)

In Casablanca, On May 16, 2016, OMPIC and OEPM signed a Memorandum of Understanding called Patent Prosecution Highway (PPH) aimed at setting up a swift processing with a view to offer applicants a rapid, affordable, and high-quality service.

On this occasion, the two offices held a meeting devoted to an exchange of views about their cooperation activities.

On the sidelines of the 56th Series of Meetings of the Assemblies of the Member States of WIPO, a meeting was organized between OMPIC and OEPM. The meeting was an occasion to survey the achievements of the two offices in the area of cooperation, particularly, the signing of the PPH in May 2016. Both Directors-General agreed to continue their cooperation programs, notably the activities related to the exchanges between trademark and patent examiners; communication on the services rendered by the two offices to Moroccan and Spanish applicants, and the planned participation in the Patent Marketplace which is organized on the sidelines of the COP22.

### 10. THE JAPANESE PATENT OFFICE (JPO)

In partnership with WIPO, OMPIC and INPI, the Japanese Patent Office contributed to the organization of an inter-regional conference on the theme: "Developing an Intellectual Property and Innovation Policy and Strategy in Universities and Public Research & Development Institutions to foster the Transfer of Technology towards the Industrial Sector: Creating a Virtuous Circle," at OMPIC's headquarters on May 11-12, 2016. The conference saw the participation of 23 countries.

In the like-manner, the JPO also contributed, together with OMPIC and WIPO, to the organization of an inter-regional workshop on the enforcement of Industrial Property Rights by customs authorities. Organized at OMPIC's headquarters on May 17-18, the workshop enlisted the participation of 11 countries.

These activities were organized on the margins of the Casablanca IP Week, in the presence of delegates from the Japanese Patent Office.

### 11. UNITED STATES PATENTS AND TRADEMARK OFFICE

OMPIC and the United States Patent and Trademark Office carried on their exchange program on the practices adopted in the examination of patents, with a view to set up the "Patent Prosecution Highway (PPH)" as a pilot project between the two offices. The aim of the project is to enable patent applicants to benefit from a rapid examination procedure.

## IV. INNOVATION-RELATED ACTIVITIES

### 1. TECHNOLOGY AND INNOVATION SUPPORT CENTERS (TISC)

The Technology and Innovation Support Centers' network (TISC) aims to promote the use of the patent system via close follow-through that is adapted to users' needs. The network relies on 54 focal points hosted by 40 organizations belonging to universities, R&D centers, technical centers, and company representations across the Kingdom.

#### A. Making the Activities of the TISC Network Perennial

During the last meeting of the TISC Network Follow-up Committee, it was agreed to overhaul the TISC network in order to ensure the permanence of its activities. To this end, a new agreement and a business plan were drawn up to give the go-ahead to the transformation which affects the following aspects : activity, organization, and finance. The services on offer have been widened to facilitate and speed up the processes of valorizing and marketing the inventions for the benefit of the current members of the TISC network. The administrative aspects of the new organization are currently a matter of consultation with the Ministry in charge of Finances and the Economy.

#### B. Technological survey

OMPIC, MASCIR Foundation, and OMPI's TISC division conducted a cartographic study of patents on micro-algae in order to take stock of technological trends as well as to identify the industrial actors and academics who are operating in this area. The study is a technological-monitoring as well as a decision-taking tool intended for R&D departments, decision-takers, innovation officials, and Top Managements that are interested in the valorization of micro-algae.

### C. Capacity-building

#### The Patent Marketplace

At the first edition of Patent Marketplace organized by OMPIC on May 16, 2016, project owners and innovators participating in the exhibition benefitted from some follow-through in the preparation of the business model related to their inventions and some training in the Pitch techniques.

#### Probono assistant program for inventors

Morocco has joined the PROBONO Program, a common initiative launched by WIPO and the World Economic Forum, with the support and contribution of some companies and consulting firms.

The objective of the program is to provide assistance to inventors and small and medium-sized firms, based in developing countries, in the area of patent protection, through targeted partnerships with agents specialized in Industrial property. These firms furnish legal assistance in patent protection to recipient firms free of charge.

OMPIC also launched the first call for projects, through TISC focal points, on June 1st, 2016 in order to select inventors eligible for this program. To this end, two inventors were selected to benefit from free legal assistance provided by local IP consultancy firms.

#### Training and seminars

- An advanced OMPIC on-line training was organized for the benefit of TISC community in Morocco which covered several themes related to intellectual property. As many as 316 participants enrolled in the training, which was organized in close collaboration with the officials in charge of TISC focal points.
- Organization of a seminar dealing with the new provisions of Law 23.13, as well as the new procedures governing the processing of patent applications, in collaboration with the Moroccan Research and Invention Association and the Moroccan Inventors Union
- Three study visits organized on behalf of African delegations to OMPIC and TISC network;
- Organization of follow-up meetings to review the activities of the TISC focal points (National Documentation Center, UNIVERSIAPOLIS, UIZ, ENSA Agadir)

- Participation in 6 Innovation and scientific research conventions organized by the members of the TISC network (Ministry of scientific research, ENSAM, UH1, UH2C, UCD, MASCIR).

### 2. PARTNERSHIP-DEVELOPMENT ACTIVITIES

On March 16, 2016 OMPIC held a meeting with the Chairperson of the Moroccan Confederation the SMEs and VSMs in order to identify areas of cooperation related to the use of patents by member companies of the confederation.

Moreover, on May 13, 2016, the Moroccan Industrial Property Office (OMPIC) signed a Partnership agreements with the R&D Morocco Association, the Moroccan Research and Innovation association (AMRI) and the Inventors Union in Morocco IUM, with a view to advise inventors as to good use of the patents' system and follow them through in this process.

The entire data, reports and statistics on the activities undertaken by the TISC network are accessible on the following web-site (<http://www.tisc.ma>).

### V. ACTIONS WITH UNIVERSITIES, RESEARCH CENTERS AND CLUSTERS

#### 1. INTERNATIONAL DEPOSITARY AUTHORITY (ADI) ACCORDING TO THE BUDAPEST TREATY

In the framework of the Budapest Treaty on the International Recognition of the Deposit of Microorganisms for the Purposes of Patent Procedure - to which Morocco adhered on July 20, 2011, the process of acquiring the status of IDA by the Culture collections hosted by the Laboratory of Microbiology and Molecular Biology Lab (LMBM) under the authority of the National Scientific and Technical Research Center (CNRST) were continued.

In fact, a visit to the LMBM by an expert dispatched by the Colección Española de Cultivos Tipo (CECT), a Spanish IDA in activity for 20 years, was coordinated by OMPIC and WIPO. The mission asserted the capacity of LMBM to assume the role of an IDA fully, inasmuch as it is the only organized cultures-collection entity in Morocco that is internationally recognized. Besides, the entity has the requisite personnel and installations which qualify it to fulfill all of the scientific and administrative tasks devolving to it, as defined by the Budapest Treaty.

## 2. PROMOTION OF INNOVATION AND VALORIZATION OF SCIENTIFIC RESEARCH RESULTS

In the framework of the promotion of innovation, creativity, and the valorization of the outcomes of scientific research in Moroccan universities and research centers, OMPIC conducted a number of training, information, and awareness-raising events at the level of several universities, institutions and research centers, including the following :

- Organization of meetings devoted to follow-up and activation patent activity at the level of Hassan II University Casablanca, Ibn-Zohr University in Agadir, and UNIVERSIAPOLIS;
- Organization of a meeting, on April 12, 2016, in collaboration with the Ministry in charge of Higher Education and Scientific Research for the benefit of Vice-Deans for scientific research for the purpose of boosting universities' patent applications;
- Novelty assessment interviews with innovative project owners taking part in the first PROTOTOP Competition organized by the Innovation City at the Fez-based USMBA on May 27, 2016;
- Participation in the National Innovation Competition held at EMI (Mohammed VI Engineering School, Rabat);
- Participation in the workshop activities aimed at developing a national strategy for the valorization of Moroccan Microbial Genetic Resources, organized by the Network for Valorization of Moroccan Microbial Genetic Resources (ReVaRGeM), in collaboration with CNRST;
- Leading information and awareness-raising sessions about the patent system for the benefit of Mascir Foundation, EMI, Faculty of Sciences at Ben M'SIK, ENSEM, and ESITH BIDAYA (Beginning) Incubator.

## VI. LEGISLATION AND REGULATION RELATIVE TO INDUSTRIAL PROPERTY

In the framework of the implementation of Law no 17-97, relative to the protection of industrial property, as it has been modified and completed by Law 23-13, OMPIC published the first list of consultants in industrial property, pursuant to Article 4.11 of the said law. The list, published on April 7, 2016, features 23 consultants in industrial property, six of whom exercise the profession in the quality of assistant.

Moreover, Law no. 133-12 pertaining to distinctive signs of traditional craft industry products was published in Official Bulletin (Official Gazette), no. 6466, dated May 19, 2016. This law is designed to upgrade and enhance the protection of traditional craft industry products via the sui generis system of geographical indication and appellation of origin.

As is the case with Law 25-6, relative to distinctive signs of origin and quality of foodstuffs and agricultural and fishery products, Law no 133-12 has set up a national commission in charge of the distinctive signs of traditional craft industry products. The commission issues its opinion regarding the recognition of distinctive signs, as well as the award of authorizations to the entities tasked with approving and controlling the specifications to be respected by the bearers of geographical indications or appellations of origin.

## VII. INFORMATION SYSTEMS' ACTIVITIES

During the year 2016, projects designed to develop OMPIC's information system were carried on. In essence, they revolved around the following points :

- Development of a mobile application, called DirectInfo, which allows a follow up of the formalities related to applications for negative certificates and the consultation of legal information pertaining to companies;
- Launch of the on-line OMPIC barometer on the Central Trade Register (RCC) and the Register of Industrial Property in Morocco: [www.barometreompic.ma](http://www.barometreompic.ma);
- Launch of an on-line patent annuity payment service;
- Completion of the new graphic charter of DirectInfo site and the overhaul of the on-line service portal;
- Setting up of an on-line claims platform : <http://reclamation.ompic.ma>
- Assistance and processing of the Common business identifier (ICE) declared on the [www.ice.gov.ma](http://www.ice.gov.ma) platform;
- Evolution of the automatic system for the processing of the balance-sheets that are centralized at OMPIC, through the integration of two new boards: "Equity Security Board" and "Details relating to Value-added Tax Board";
- Development of an application for the automatic extraction and processing of data pertaining to European patents that have been validated in Morocco;

- Completion of the second phase of a project aimed at bolstering the Network security through the installation of a security incident management system and the installation of a new anti-spam solution;
- Setting up of a back-up and restoration platform by dint of the installation of a centralized administration of back-up policies and automatic report generation;
- Redesigning of the Office Network/Switching platform through the integration of high-debit switches and one centralized administration solution;
- Launch of a project aimed at setting up a storage federation and virtualization solution ;
- Launch of the makeover of the supervision system of the Office's computing infrastructure.

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

The most salient achievements of CONPIAC during 2016 are as follows :

In terms of information and awareness-raising linked to the enforcement of industrial property right and the fight against counterfeiting, meetings were organized on May 17, 18, and 19, 2016, on the occasion of the Casablanca IP Week. These meetings gathered together the following entities :

- Moroccan customs' agents, as well as customs' representatives from 11 African countries, took part in a workshop organized in the framework of inter-regional enforcement of industrial property. The event was organized by the Moroccan Industrial and Commercial Property Office (OMPIC) and the World Intellectual Property Organization (WIPO), in collaboration with the Japanese Patent Office (JPO). The workshop was followed by a field visit to the Mohammed V Airport Freight Zone. The participants were briefed about the merchandise control system in use, as part of the measures taken at the level of borders in order to allow customs' officers to suspend suspected and counterfeited goods.
- National actors, including members of the National Industrial Property and Anti-counterfeiting Committee (CONPIAC), together with international partners (Spain, France, Japan, the World Customs Organization and WIPO), convened in the framework of an exchange seminar in order to debate the stakes of counterfeiting, the role played by public-private partnerships, and the new

challenges to be raised to ensure effective fight against counterfeiting.

- Companies operating in the automotive spare-parts sector, convened in order to exchange views on the approach initiated, together with national professionals, for the purpose of labeling non-counterfeited auto spare-part distribution services –through the establishment of a collective certification mark.

Besides, OMPIC was represented by its officials in a workshop on counterfeit automobile spare parts, organized by the French Chamber of Commerce and Industry in Morocco and the French Consulate in Tangiers, on October 18, 2016.

OMPIC also took part in a WIPO sponsored International Conference on the Promotion of the application of Industrial Property rights, "Stimulating Innovation and Creativity," which was organized in Shanghai (China) on November 17-18, 2016. During the debate, OMPIC had an opportunity to brief the participants about CONPIAC's activities and the coordination role played by the committee as an actor in the enforcement of industrial property laws.

In regard to cooperation actions, an encounter was held between CONPIAC and CNAC (the French National Anti-counterfeiting Committee) at OMPIC's Head Offices on September 19, 2016. The meeting surveyed the achievements, as well as the area of cooperation between the two committees, notably: training organized for the benefit of the authorities in charge of the enforcement of intellectual property laws, particularly the techniques used in the fight against counterfeiting (namely, the analysis of data, targeting, technical identification of counterfeited goods, ...); the sharing of information and experiences between the two committees, notably in the areas of counterfeiting economic incidence studies, as well as the coordination of anti-counterfeiting actions, both at the Euro-Mediterranean and African levels.

Furthermore, and following the recommendations made by a 2012 study on the economic incidence of counterfeiting, a sector-based approach was initiated, together with the professionals operating in the automotive spare parts sector and the actors involved in the fight against counterfeiting. The aim is to label non-counterfeited auto spare-part distribution services –through the establishment of a collective certification mark.





# RESOURCES AND INFRASTRUCTURES



# RESOURCES

## AND INFRASTRUCTURES

### I. HUMAN RESOURCES

In 2016, Human Resources indicators were characterized by the following :

- An 89% of OMPIC's staff is executives;
- A slight diminution in man/woman parity, which dropped from 55% to 52% in 2016, with 61 women and 57 men;
- A slight increase in the median staff age, which edged down from 36.6 at the end of 2016, as against 36.3 years registered at the end of 2015.

In the same vein, 2016 was also marked by the following:

The recruitment of (12) persons, making the total staff stand at 118 employees including :

- 22 senior-managers;

- 63 2nd category executives;
- 20 1st category executives;
- 4 high-level supervisors;
- 9 supervisors.

The promotion of 10 persons, as follows :

- 3 2nd category executive promoted to the senior executive rank;
- 5 1st category executives to 2nd category executives;
- 1 high-level supervisor to the rank of 1st category executive;
- 1 executing agent to supervisory agent.

### II. FINANCIAL RESOURCES

#### 1. OPERATING INCOME

Headings	Realisations 2016	Share 2016	Realisations 2015	Share 2015	Variation 2016/2015
Trademarks	30 073 564.55	40.9%	26 000 240.00	38%	16%
Patents	17 575 676.48	24%	18 152 086.10	27%	-3%
Trade name	14 777 280.00	20.1%	14 071 470.00	21%	5%
Information Services in the IPC Area	6 982 819.28	9.5%	6 522 282.00	10%	7%
Subsequent Operations	1 773 480.00	2.4%	1 675 080.00	2%	6%
Industrial Designs	1 743 207.96	2.4%	1 652 117.83	2%	6%
AMAPIC	526 200.00	0.7%	325 800.00	0%	62%
Transmission Rights	47 700.00	0%	52 200.00	0%	-9%
Geographical Indications and Appellations of Origin	3 600.00	0%	15 600.00	0%	-77%
Temporary Protection and date-stamp	1 680.00	0%	240.00	0%	0%
<b>TOTAL</b>	<b>73 505 208.27</b>	<b>100%</b>	<b>68 467 115.93</b>	<b>100%</b>	<b>7.4%</b>



Operating revenue accounting for fiscal year 2016—to the date of the drafting of the present report, and pending the finalization of the closing accounting work—shows an evolution of 7.4% compared with 2015. The growth is attributable mainly to the following :

- A 16% increase revenue from trademarks registrations, given the increase in the volume of national applications, which grew by 17% in comparison with 2015, as well as an increase in the income coming from trademarks' renewals which rose by +46%.
- A 5% increase in the revenue coming from trade names, which represents 20% of OMPIC overall revenues.

Also, 2016 registered a 38% increase in the revenue arising from on line services by way of [www.directinfo.ma](http://www.directinfo.ma). They now account for 15% of the overall revenue.

#### Budget execution

	Open Credits	Commitments	Execution Rate
Operating expenditures	60 272 500,00	57 361 179,07	95%
Investment expenditures	26 542 000,00	24 549 792,86	92%
<b>TOTAL</b>	<b>86 814 500,00</b>	<b>81 910 971,93</b>	<b>94%</b>

The state of Fiscal Year 2016 budgetary execution shows a global commitment rate of 94%, with 81.9MDH, registering thus a 30% increase in comparison with FY 2015.

The main commitments in the area of operating expenditure concern the following items :

- Staff charges with a share of 46.72% and an execution rate of 98.45%
- Taxes and duties with a 25% share and an execution rate of 96%.
- The other external charges accounting for 21.48% share and an execution rate of 92%.

As for capital expenditure, the bulk of commitments relates to intangible assets (architects' fees, license and software duties; constitution and feeding of the data-base, organization of the Casablanca IP WEEK, participation in COP 22....)

In what concerns the payment situation, OMPIC has

already settled as much as 80% of its budgetary commitments, which corresponds to a total amount of 65.43 MDH and constitutes a 26.43% increase in comparison with 2015.

### III. AUDIT

During 2016, internal audit has completed the following actions :

#### The Audit Committee Work

OMPIC Audit Committee held two meetings in 2016. The first meeting, which was held on January 4, 2016 centered on the following items:

1. Examination of OMPIC's risk cartography;
2. The 2015 Internal Audit Report ;
3. Examination of the matrix of recommendations made by the supervisory/monitoring bodies.

The second meeting, which took place on June 06, 2016, had the following set of items on its own agenda:

1. Review of the accounts closed on 31/12/2015.
2. Examination of the consolidated report drawn up by the external auditor in regard to the accounts and internal monitoring;
3. Examination of OMPIC's risk cartography;
4. Examination of the draft accounting procedures manual;
5. Examination of the follow-up matrix pertaining to the recommendations made by the supervisory/monitoring bodies.
6. Clients and suppliers Payment deadline compliance.

#### Audit of the Fiscal Year 2015 Accounts

The Report on the Audit Committee's Works was presented during the 25th Meeting of OMPIC's Board of Administration, which convened in June 2016.

As is the case every year, OMPIC's accounts are audited by an independent firm. Its mission consists in evaluating and assessing the internal control apparatus, as well as auditing financial statements and budgetary execution statements.

The result of the mission was concluded by a certification of the accounts, without any reservations.

### Audit of the Regional Agencies

In the framework of the regional desks annual audit program, management and audit assignments were undertaken during the year 2016. In fact, 6 regional agencies were audited.

These missions aimed to check the compliance of the front-offices and the industrial and commercial property applications with the provisions of the law and the requirements set forth by the OMPIC's referential and to identify pathways for improvement.

### IV. BOARD OF DIRECTORS

The meetings of the Board of Administration were held on two occasions during 2016. The first one, which convened on January 18, 2016, addressed the following points :

1. Approval of the Minutes of the 23rd Meeting of the Administrative Board;
2. The 2015 Activity Report;
3. The closing report on the Performance Contract, dubbed "Horizon 2015"
4. OMPIC's risks cartography;
5. Commercial and Industrial Property Strategy (2016-2020);
6. Draft Organization Chart;
7. Amendment of OMPIC's tariffs decision;
8. 2016 Action Plan and Budget;
9. Miscellaneous.

The second meeting of the Administrative Board, which was held on June 22, 2016, discussed the following items :

1. Approval of the Minutes of the 24th Meeting of the Administrative Board;
2. Assessment of the activity during the first five months of fiscal year 2016;
3. Presentation of the audit report on the account of the preceding fiscal year;
4. Presentation of the work carried out by the Audit Committee;
5. Presentation of the 2016 Projects under the 2016-2020 Commercial and Industrial Strategy;
6. Miscellaneous.





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