

**FOI Release**  
**Information released under the Freedom of Information Act**

**Title:** Trade mark search facility

**Date of release:** 3 August 2017

**Information request:**

“I would like to make a Freedom of Information request to be provided with all the relevant documentation (including customer tests carried out and results) relating to the UKIPO's decision to change the Trade Mark Search facility, including a copy of that decision itself (assuming it's in writing). I am at a loss to understand why the change was made and I'm hoping that this information will enable me to understand the rationale.”

**Information released:**

In response please see the three attached documents and further explanation below of the IPO's decision to change the trade marks search facility.

1. The decision

An options paper for improvements to the TM10 and TM forms services was approved by the IPO's Transformational Change Committee (TCC) at their meeting on 17 December 2015 (meeting note attached). As a result of this, nine Trade Marks electronic forms and tools have been re-platformed onto the cloud-based UXForms service. These electronic forms and tools include the forms that constitute the Trade Marks Search tool.

Re-platforming our services onto the cloud is at the heart of IPO's IT strategy. Cloud computing will provide greater flexibility, resilience, scale-ability and future-proofing than existing on-premise solutions, as explained on page 40 of the IPO Corporate Plan 2017-2020 at:

[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/607989/IPO-Corporate-Plan-2017-2020.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/607989/IPO-Corporate-Plan-2017-2020.pdf)

Re-platforming the IPO trade mark search tool has included rebuilding the screens that our customers use to access our trade mark databases. We have built the new screens in accordance with the GOV.UK design patterns and style guide which is being applied consistently by all UK Government organisations with services and content on the GOV.UK website. Whilst this represents a significant change in the look and feel of the service, all other functionality is unchanged. The search options, rules, results and details displayed are all unchanged.

2. Customer testing and results:

Testing of the new screens, ahead of launch, included usability testing with a cross spectrum of customers. Reports from exercises carried out on 7th March and 23rd March are attached. As the reports show these tests identified a number of opportunities to improve service design. The prototype tested on 23rd March included changes made in response to findings on 7th March. Further refinements were also made after the 23rd March usability

testing before the service was launched to IPO's wider customer base on 25th May, with a prominent explanatory news story on IPO's website home page.

Customer-led improvements from feedback obtained during usability testing and since launch include the following:

- We have added an option to display case details without the tabs (i.e. as a single page, rather than divided into sections).
- We have added a single button option to open up all 'goods and services' sections (rather than require them to be opened up individually)
- The 'goods and services' sections all now automatically open up when case details are printed (they do not need to be opened first).
- 'National UK' is preselected as a default option for customers searching for a trade mark by number (rather than leaving the choice of 4 unselected options).
- We have moved 'Historic case details' from the top navigation bar to make it more visible.
- For users searching for a trade mark by a word, phrase or image, we have preselected 'word', to search for any word entered, added help text and re-implemented an improved help guide on searching.
- We have renamed goods and services labels that were initially incorrect (e.g. 'Foodstuffs' was changed to '29 - Foodstuffs (meat, fish, fruit, vegetables, eggs and dairy products)').