



ACTUARIAL ASSOCIATION OF EUROPE

European Actuary Brand

AAE Professionalism committee

October 2023 - for discussion/approval

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European Actuary Brand WG

Definition of scope:

- Define the Qualified European Actuary as protected brand/trademark in legal terms that will be AAE property and further used and recognised by the member associations (MAs) in case they would decide so.

Goal

- Achieve recognition by external world for Qualified Actuaries
- Bring the additional value to the professionals under MRA
- External recognition of actuarial education and professionalism in Europe
- Many smaller association can utilise AAE brand as they do not have their own protected brands/designations for qualified actuaries, for example like in Switzerland, Germany or the UK.

EAB TF Action plan

- 1) **Define clear eligibility criteria** who can qualify to earn the European Actuary designation, starting position AAE Mutual Recognition Agreement
- 2) **Test the concept within Presidents meeting**
- 3) **Define AAE Brand name**
 - abbreviation to be prepared,
 - graphic of the logo to be prepared
- 4) Find out how the **protection brand can be achieved**
- 5) Prepare the Agreement wording receive the Legal Council in this matter
6. If approved - **Register new brand** under the brand protection law
7. **Make the promotion** within the MAs and FQA of MAs

EAB TF Action plan – progress

- ✓ **Define clear eligibility criteria** who can qualify to earn the European Actuary designation, starting position AAE Mutual Recognition Agreement - to be discussed and approved
- ✓ **Test the concept within Presidents meeting** - done
- ✓ **Define AAE Brand name** - questionnaire is prepared for discussion and approval
 - abbreviation to be prepared,
 - graphic of the logo to be prepared – not started
- ✓ Find out how the **protection brand can be achieved** – for discussion
 - Prepare the Agreement wording -receive the Legal Council in this matter - ongoing

New EAB Agreement to be created

Eligibility criteria:

- Member Association who is part of MRA and its membership category fulfils criteria as defined in MRA – to be approved
- Brand is not mandatory to be used, but optional for MA – to be discussed

The brand is the externally used proof of the professional qualification of individual members based on fulfilment of the minimal, harmonized educational and ethical requirements defined in AAE Statute and MRA

- of AAE Member Associations that are part of MRA
- and recognition on the fulfilment of the professional qualifications of membership category of individual member as physical person, that has membership in AAE Member Association

Activities of EAB TF

- **EAB TF** prepared the goals and principles of EAB activities for Professionalism committee to find out interest and get motion
- MRA not suitable to be used, instead **a dedicated EAB Agreement** to be prepared, possible changes in Statute to be avoided – see next slide
- **Preparation of EAB Survey for MAs**
 - Q2 Which designation would prefer to be used
 - a) Qualified European Actuary – QEA
 - b) European Qualified Actuary - EQA
 - c) Qualified Actuary of Europe - QAE
 - d) Other
- Survey to be firstly discussed at Professionalism committee then approved and distributed to MAs
- Investigation to find out about the registration of the brand

Why we need new Agreement and not MRA

Content of EAB Agreement is different

Rules to use a recognizable brand for example Qualified European Actuary- QEA, that will become the intellectual property of Actuarial Association of Europe and protected as a trademark under EU law.

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Rights to use AAE property

- for Member Association to issue the certificate that is strictly prescribed in agreement
- for individual member to use the QEA designation based on issued certificate
- AAE is owning the trademark and has the right to define the rules and issue rights



Trademark Registration in the EU

Actuarial Association of Europe (AAE)

Introduction

There are two main ways to register a trademark in the EU,

- either **at national level at the industrial property offices of EU countries,**
- or **at EU level as a ‘European Union trademark’ (EUTM) at the European Union Intellectual Property Office (EUIPO).**
- The EUTM system consists of **one single registration procedure** that grants the owner an exclusive right in all EU countries.
- **An EUTM confers its owner the right to prevent third parties from using the same or similar trademark during trade without authorization in relation to the same or similar goods and/or services**
- Prior to the filing of any new EUTM, and before putting the proposed trademark into use, trademark availability searches are recommended to detect any registered trademark infringement risk, as well as potential obstacles to trademark registration.

Types of trademarks possible

The following types of marks may be registered as EUTMs:

- 1) word marks or combinations of words, letters and/or numerals;
- 2) marks, logos, symbols, and designs etc.;
- 3) colors or combinations of colors;
- 4) three-dimensional marks;
- 5) sound marks.

- An EUTM registration is registered for 10 years and may be renewed for further 10-year periods indefinitely.
- EUTM registrations are automatically extended to countries joining the European Union without further payment or formalities needed.

Any sign that fulfils the requirements of the EU trademark regulation can be registered as a trademark. By registering a company name and/or logo you obtain better protection of your brand and reputation. The registration prevents third parties from using or registering trademarks that are the same or confusingly similar to those of your business.

EUTM application process

- EU trademark applications can only be filed at the EUIPO. Filing is possible using any of the following means: 1) e-filing — online applications via User Area; 2) by post; 3) by special courier service.
- The EU trademark application can be filed in any of the 23 languages of the European Union as the “first language”. In addition, a second language must be selected from the following five Office languages: English, French, German, Italian or Spanish. The second language must differ from the first language chosen.
- Every EUTM application must contain a list of goods and services as a condition for a filing date to be accorded. The list must be classified in accordance with the Nice Agreement. Our classification would be Classification 36 - Financial, monetary, and banking services; insurance services; real estate services.
- The application fee start from €850.

Sources

[https://single-market-economy.ec.europa.eu/industry/strategy/intellectual-property/trade-mark-protection-eu_en#:~:text=There%20are%20two%20main%20ways,Intellectual%20Property%20Office%20\(EUIPO\)](https://single-market-economy.ec.europa.eu/industry/strategy/intellectual-property/trade-mark-protection-eu_en#:~:text=There%20are%20two%20main%20ways,Intellectual%20Property%20Office%20(EUIPO))

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<https://euipo.europa.eu/ohimportal/en/application-procedure>

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