



Code of Honour

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Code of Honour, last amended by the General Meeting of Members on 28 March 2013, in accordance with articles 11 and 19 of the Statutes.

1. All members of the BMM are obliged to observe the Code of Honour and ensure that it is observed by those acting under their responsibility.
2. In the exercise of their profession, BMM members shall always represent the interests of their clients.
3. In the exercise of their profession, BMM members shall behave appropriately and with dignity. For example, members are not permitted to:
 - (a) Represent conflicting interests. Filing an application for a trademark is not in itself to be considered the representation of a conflicting interest.
 - (b) Act in violation of the law, where it contains a standard to be respected by a member in exercising their profession.
4. BMM members must exercise their profession efficiently and with all due care. They will be guided in the exercise of their profession by goodwill and reasonableness towards the other members and third parties. Among other things, this means that:
 - (a) A member will inform the client of any conditions subject to which the task is carried out.
 - (b) A member will inform the client of the actions s/he is to take or has taken and will ensure that the client is sufficiently informed to properly make the necessary decisions.
 - (c) Clients and third parties must be able to trust that when they provide confidential information to a member, its confidentiality will be respected.
 - (d) Invoices or statements of fees must always contain a specification of what is being charged for in a manner that is clear to the client.
5. A client may decide to terminate their collaboration with a BMM member at any time. Members are obliged to cooperate in the transfer of a task from one BMM member to another BMM member or to a third party. The following rules apply here:
 - (a) Before starting the handling of a case, the BMM member will enquire of the principal whether the latter has paid his or her predecessor and, if that is not the case, the BMM member will urge the principal to make a settlement and payment without delay.

(b) A member will make all the case documents available without delay, in pending cases for which the (registration) procedure is not yet complete, at the request of the client, to the client or to the successor, without charging any costs for this.

It is not obligatory to make internal correspondence and memoranda available.

Furthermore, the member will make a digital summary available without delay (if possible, a summary that can be processed), of the intellectual property rights s/he manages, the holder, any filing and registration numbers and expiry dates, territories, class numbers and the goods and/or service reports, and any procedures and monitoring, without charging any costs for this.

(c) A member may reasonably charge costs, after having informed the client of those costs, for requests to make documents or data available other than those named under (b), specifically including cases that have already been archived.

(d) If a client or the successor asks the member to provide him/her with the documents described under (b) or (c) or to have him/her provided with them, the member may charge the reasonable costs of postage.

(e) After the end of the collaboration, a member will send the client or the successor all the information s/he continues to receive relating to a case that has already been transferred, free of charge and without delay.

6. Members are permitted to make any form of publicity in accordance with the law. The following rules also apply here:

(a) It is considered to be misleading if members suggest that their firm is a member of the BMM, since membership is personal.

(b) Members shall only make use of the BMM Certification Mark in accordance with the guidelines set down by the General Meeting of Members of the BMM.

(c) Except with the client's prior permission, members are not permitted to make publicity about the specifics of cases s/he is dealing with or has dealt with, the identity of his/her client or the nature and extent of the client's interests.

(d) A member's publicity about his/her rates and conditions must be clear and unambiguous.

(e) All members shall refrain from making confusing or misleading advertising and from unlawfully recruiting clients from another member, for example when the member sets up a new business to exercise his or her profession.

7. The Supervisory Board acts as described in articles 15 and 16 of the Statutes.

The Supervisory Board monitors compliance with the Code of Honour by all members as well as by all persons who are under that member's responsibility for their respective professional activities.

All members are obliged to comply with the instructions of the Supervisory Board.



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It is possible to appeal against a decision by the Supervisory Board before the Committee, which is exclusively authorised to assess whether the Supervisory Board was able to arrive at its decision in a reasonable manner (known as the 'marginal review'), without prejudice to the initiation of legal proceedings before the competent court.

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