



DATE: 25 June 2018

RFP No.: CP03/1718

TO: *Interested consultants and organisations specialising in trademark registration*

FROM: JAMES MOVICK, DIRECTOR-GENERAL

SUBJECT: REQUEST FOR PROPOSAL (RFP) FOR THE SUPPLY OF TRADEMARK REGISTRATION AND ADVISORY SERVICES

Attached herewith is an invitation to submit an Request for Proposal (RFP) for the provision of Trademark Registration and Advisory Services.

Note that the deadline for submission of these Request for Proposals is **Wednesday 4th July 2018**

Should you have any questions, please contact the FFA Training Adviser, Ms Allison Riley on email allison.riley@ffa.int . Otherwise we appreciate your assistance in disseminating this to interested parties/persons.

Yours Sincerely

James T. Movick
Director General

REQUEST FOR PROPOSALS

No: C P 0 3 / 1 7 1 8

FOR THE SUPPLY OF TRADEMARK REGISTRATION AND ADVISORY SERVICES

CALL FOR REQUEST FOR PROPOSAL

Background

The Pacific Islands Forum Fisheries Agency (FFA) traces its origin to the South Pacific Forum meeting in Port Moresby in 1978 which adopted a Declaration on the Law of the Sea and the establishment of a regional fisheries agency and outlined its functions. Established in 1979, the FFA is responsible for assisting its 17 members in the sustainable management of the region's offshore tuna resources.

The Vision of the Members of the Pacific Islands Forum Fisheries Agency is: "Our people will enjoy the highest levels of social and economic benefits through the sustainable use of our offshore fisheries resources". The Mission of the Forum Fisheries Agency is: "To drive regional cooperation to create and enable the maximum long term social and economic benefit from the sustainable use of our shared offshore fishery resources."

The work of the Agency includes services delivered by three programmes: Fisheries Management, Fisheries Development and Fisheries Operations. Each of these programmes have specific areas or topics that require training for effective implementation. The Agency also has an Executive that delivers High Level Advice and a Corporate Services Division.

Objective of the Consultancy

The Pacific Islands Regional Fisheries Observer (PIRFO) programme was developed to manage deployment of FFA and SPC Observers and the management of data gathered by the Observers on duty. Over time the PIRFO name and logo has become synonymous in the purse seine industry with comprehensively trained Observers that work effectively and efficiently in gathering catch data for the effective management of the tuna industry in the Pacific.

The FFA with the Pacific Community (SPC) seek protect this logo and brand through the registration process on the international register of trademark.

REQUEST FOR PROPOSAL (RFP)

An RFP is invited from interested Consultants who specialise in the worldwide registration process of trademarks and logos using the Madrid Protocol.

RFPs must be submitted in two parts, *Technical* proposals are requested to be no more than six (6) pages, detailing consultants experience, expected timelines and other relevant content. *Financial* proposal is to be no more than one (1) page and to be a separate document. Applicants are requested to provide an hourly rate for report writing, research and fees relating to case challenges with application lodgement and registration fees for each country.

Terms of Reference

Consultant(s) are requested to undertake the following scope of work:

1. Provide a written report to the FFA detailing
 - a. the value of trademark registration;
 - b. The ongoing cost of maintaining a registered trademark;
 - c. The process of joint ownership (FFA and SPC seek joint ownership);
 - d. The implications of joint ownership between the two agencies – duties and rights of joint owners;
 - e. Positive and negative impacts of trademark registration if the logo and/or brand is used in a commercial setting;
2. Provide written advice on the management of the trademark registration between SPC and FFA – potential roles and responsibilities;
3. Provide written advice on bestowing the management of the trademark to a joint owned subcommittee;
4. Provide a timeline for the registration process including initial research into possible holders of a similar brand or logo, assuming there are no challenges to ownership;
5. If FFA seeks to move forward with the registration process; undertake the registration process using the Madrid Protocol

Evaluation and Assessment of RFP

All bids shall be evaluated using a two stage procedure with evaluation of the technical proposal being completed prior to any financial proposal being reviewed and compared.

The overall evaluation weighting shall be 80% Technical and 20% Financial.

Bidders are required to submit their financial proposal as a separate document.

Technical Proposal

Evaluation Criteria	Weighting
Experience in trademark registration using the Madrid Protocol	50
Experience in challenging ownership of brands and logos, registered and non-registered.	30
Proposed timeline for the written report and advice	20
Total	100%

In the second stage, the financial proposal evaluation, those bidders who have attained a minimum of 70% score in the technical evaluation will be compared

Financial Proposal

Rates and Fees are requested to be quoted in United States Dollars (USD)

Request for further information

For additional information regarding the tender or to arrange an on-site visit please contact FFA Training Adviser, Ms Allison Riley on email: allison.riley@ffa.int

Closing date of proposal

Tenders must be received by 5.00pm (local time) on the 4th July 2018

Tenders should be addressed to:

Director General
FFA Tender Committee
Forum Fisheries Agency (FFA)
CP03/1718 Trademark Registration and Advice
PO Box 629
Honiara

OR

Emailed to: procurement@ffa.int please note in the subject line: CP03/1718 Trademark Registration and Advice

Submission of RFP

1. All RFPs should be submitted together with all relevant documents and shall be in English.

Award of Contract

FFA reserves the right to accept any RFP, and to annul the solicitation process and reject all proposals at any time prior to award of any contract, without thereby incurring any liability to the affected Bidder(s) or any obligation to inform the affected bidder(s) of the grounds for such action.

Notification

The names of winning bidders shall be advertised on the FFA website;
www.ffa.int/employment/tenders/tender_results