

itSMF Trademark Announcement

July 31 2009

As you are aware, the itSMF UK and itSMF International Boards of Management have been negotiating the terms for the acquisition of the itSMF trademark brand. This negotiation follows a motion carried at the November 2007AGM to undertake this action and secure the International ownership of the movement brand and manage its protection, recognition and future growth.

Today, our respective Boards of Management have reached an agreement for the transfer of the trademarks from itSMF UK to the itSMF International.

This is a landmark event for the itSMF movement in many ways. It demonstrates the passing of an important responsibility from the itSMF UK Chapter, who have kept and grown the recognition and the movement that it stands for, to the itSMF International who has reached a level of maturity and stability to take on this responsibility on behalf of the entire itSMF movement.

It is important for all Chapters to be aware of the commitment and cooperation of both parties to reach a mutually beneficial agreement and the hours and months of effort it has taken the negotiation team to reach a successful conclusion.

The Chairmen of itSMF International and itSMF UK would like to extend our extreme gratitude to the members of the negotiating team who contributed many, many hours to this endeavour and without whom we would not have seen the successful results that we have.

Our thanks to John Windebank – itSMF UK International Director; Robert Stroud – itSMF International Director Treasurer; Keith Aldis – itSMF Chief Executive Officer and itSMF Company Secretary.

A letter of intent has been jointly signed by the Chairmen, committing their pledge to honour the agreement while the official legal contract is being finalized.

We would like to thank the patience and support of all itSMF Chapters for allowing the negotiation team the latitude to do its work and we look forward to your ongoing support in helping promote, and retain the global recognition and credibility of the itSMF brand.

itSMF International
The IT Service Management Forum

itSMF UK
The IT Service Management Forum

The official transfer will take place at the October AGM. We look forward to seeing you all in Barcelona.

Sincerely

Sharon Taylor
Chair, itSMF International

Barry Corless
Chair, itSMF UK