

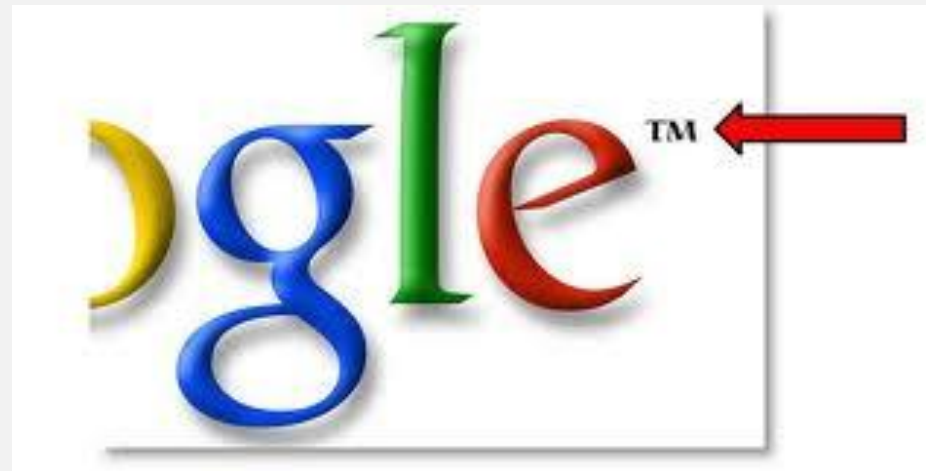
**YOUR BRAND.
OUR WATCH**

intellectual property rights protection for extrovert businesses: key aspects

Athens 27 May 2013

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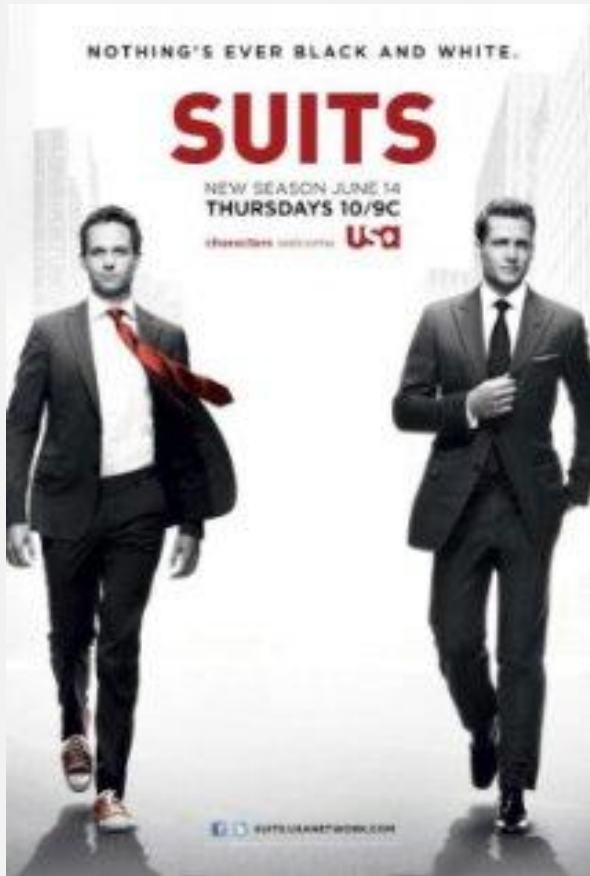
focus on



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copyright basics

originality = statistical
singularity



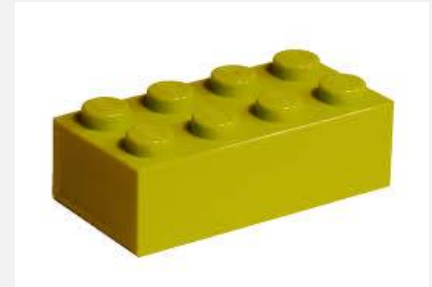
functions of a trademark

origin
guarantee
advertising



... can I
have both?

YES



differences to watch out for

requirement for registration for TMs

TM registration/protection in principle restricted to specific goods/services

territoriality issues



why register a TM?

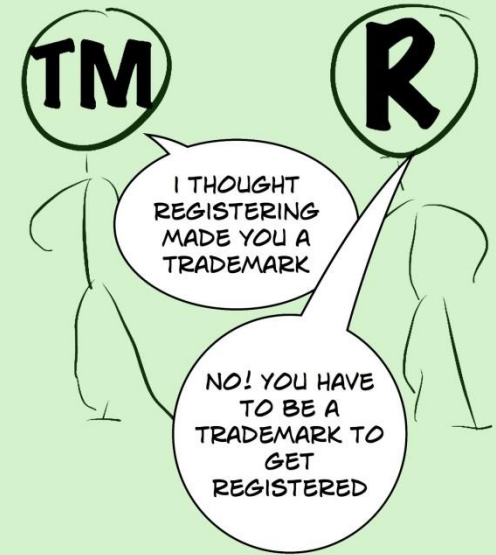
depth and scope of legal protection

autonomous financial asset

asset certainty

marketing tool

The UnRegistered



territorial registration of trademarks

GR / CTM / WIPO

- procedure
- time
- cost

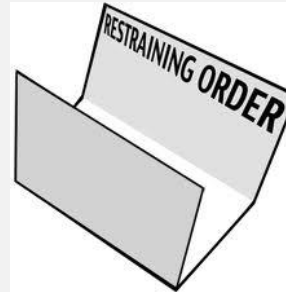


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main remedies available for

copyright & trademark

infringement



remember

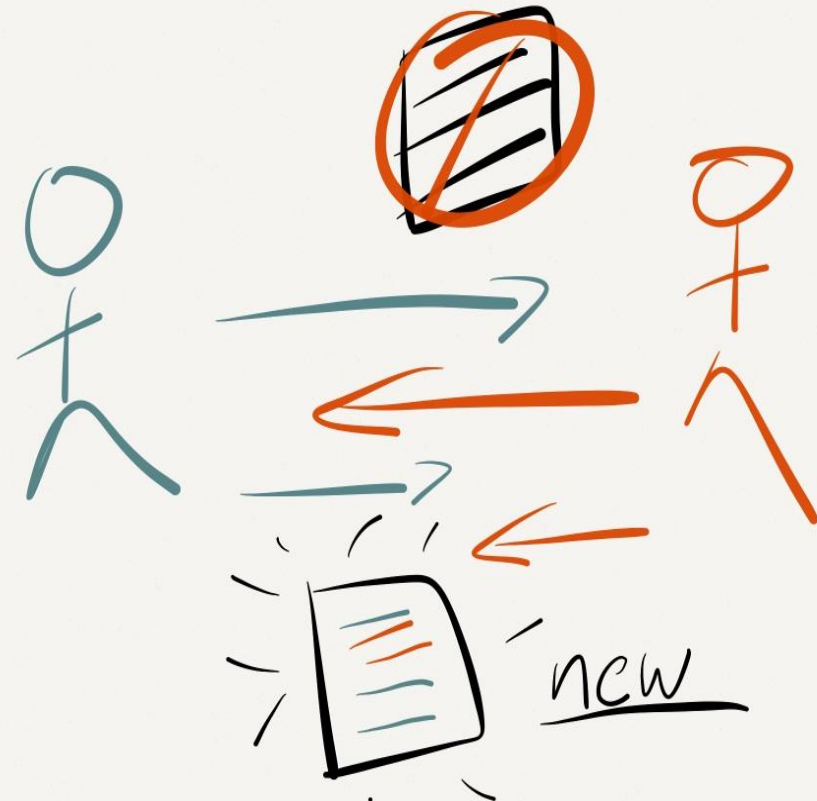
definition of existing
rights
(if any)

ownership of work

license?

applicable law?

the contract bit



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thank you very much!

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HOW MUCH ESPRESSO?



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