

# MARQUES

**Mr. Matthijs Geuze**  
**Head of the International Appellations of Origin Registry**  
**World Intellectual Property Organization**  
**34, chemin des Colombettes**  
**CH-1211 Geneva 20, Switzerland**

April 2<sup>nd</sup>, 2010

Dear Mr. Geuze,

**MARQUES** represents the interests of European trade mark owners in the protection and utilization of trademarks as essential elements of commerce. Its current membership of trade mark owners and legal practitioners representing trade mark owners is in excess of 600 members in 84 countries. Membership crosses all industry lines.

An important objective of **MARQUES** is to safeguard the interests of the public by ensuring the proper protection of trademarks and to safeguard the interests of trademark proprietors with regard to the regime of trade mark protection. **MARQUES** attempts to achieve this objective by advancing the cause of trade mark laws which protect the public from deception and confusion and welcomes any initiatives that can contribute the raise of an increased legal certainty to the benefit of all market stakeholders.

In this framework, **MARQUES** takes the opportunity to express its view and raise issues of concern in connection with a possible amendment of the Lisbon Agreement for the protection of Appellations of Origin and their International Registration. To this purpose **MARQUES** wishes to submit to WIPO's attention its observations in respect of the questions raised in the Survey on the Lisbon System, to address some specific issues of concern which ought to be carefully assessed, including the need of a study focused, amongst others, on the compatibility and consistence existing between the relevant EU regulations and the Lisbon Agreement.

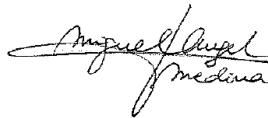
**MARQUES** would gladly appreciate the opportunity of an assertive and practical cooperation on the study of the above and other related questions through its Geographical Indications Team, should WIPO wish to do so.

Looking forward to hearing from you,

Yours sincerely,



Guido Baumgartner  
Chair of **MARQUES** Council



Miguel Angel Medina  
Chair of **MARQUES** G.I. Team