BRANDS & MARKETING

Team Report
Frankfurt 2016

Chair: Shelagh Carnegie

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Team Members

- Imogen Fowler – Vice Chair
- Safir Anand
- Sindre-Jacob Bostad
- Shelagh Carnegie
- Susie Harris
- Antony Douglass
- Rafaela Carneiro
- Nick Foot
- Marina Grineva
- Mark Hodgin
- Arthur Artinian
- Julia Matheson
- Markus Koerner
- Lara Dorigo
- Simonne Moodie
- Deniz Pinar
- Britta Schneider
- Michal Siciarek
- Emma Stopford
- Gwénaëlle Vache
- Gilberto Marinez
- Yulia Yarnykh

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MANDATE

To provide useful and practical information regarding pertinent issues arising in the area of advertising and marketing for MARQUES members from industry as well as private practice

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Team Organization

- We are a large team with 20 members
- The team is organized into sub-teams. Each team has a leader that is responsible for driving the project forward

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Team Organization

Review potential projects based on criteria:

- Does the project benefit Marques members
- Will the project contribute to raising Marques profile more broadly
- What tangible benefits will result

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ACHIEVEMENTS

- **Non-use Cancellation Workshop - Vienna 2015** – Conducted a very well attended workshop on *Non-use Cancellation Proceedings in Various Jurisdictions* – led by Gregor Versondert

- **Crisis Management**: In partnership with IAM Team we conducted 2014 Copenhagen workshop on crisis management. This will be re-invented in two - half day seminars in London and Munich. London is scheduled for April.

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Future Projects

- **Rebranding Workshop** – Alicante September 2016. Workshop will consider the "what", "why", "how" of rebranding from legal and public relations perspectives.
  - Christine Hsieh, Senior Trademark Counsel of Google Inc. has agreed to be a speaker
  - Seeking at least two other speakers

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FUTURE PROJECTS

- **Revival of Brands**
  - The topic will address re-launching a historical brand with new appeal
  - Discuss from two different perspectives:
    - Does the brand have an authentic heritage that translates to modern times – ideally find a marketer as a speaker
    - Tackling legal issues related to the re-launch
  - We are already reaching out to possible speakers

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Future Projects

Prague 2017 Annual Meeting

- Cultural Icons – discussing how our Team could organize a presentation on this topic by possibly incorporating some of the “revival of brands” work

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FUTURE PROJECTS (Cont'd)

Adwords Caselaw Survey

- Our sub-team circulated a questionnaire and have collected answers from several non-European countries
- Still in data collection phase – once all information collected we will decide upon best method of distribution but likely an article or a take-away at the annual meeting

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FUTURE PROJECTS (Cont'd)

Translation/ Transliteration

- We will examine the marketing and legal implications of using and protecting translations and transliterations
- Project is still under discussion in terms of format
- Discuss with China and Well Known Brands Teams

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Partnerships

Partnerships with other Teams

- Partnering with the Regulatory Team on the issue of marketing to children

- Exploring partnering with the Intellectual Asset Management Team on the topic of split ownership of trademark portfolios across jurisdictions

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Future Projects

Other topics under discussion:

- Product placement and the marketing and legal implications

- Hashtags – how are they treated internationally

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THANK YOU!

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