



MARQUES: The Association Representing Trade Mark Owners Interests - Maximising Trade Mark Value and Minimising Risk

Who is MARQUES,
What does MARQUES Do,
Why should my Company Join,
How does MARQUES Work,
Where's the Value.

Who is MARQUES.

It is a non-profit association whose primary purpose is to safeguard the interests of trade mark owners.

MARQUES was established in 1986 by brand owners for the benefit of brand owners whose interests were not being sufficiently recognised by any other association.

What does MARQUES Do.

1. Influences on behalf of brand owners...

because MARQUES is in a position of influence and credibility in the world of trademarks and related IP.

MARQUES is recognised, through the Transparency Register, by the EU Commission and The Office for Harmonisation of the Internal Market as an accredited non-governmental (NGO) and enjoys Observer status within the World Intellectual Property Organisation (WIPO). MARQUES knows it's way around Brussels

2. Organises Events; Seminars/Webinars/Workshops...

of topical interest to brand owners; skill development workshops; meetings with Judges; seminars and webinars, enabling participants to remain at their desks and attract CLE points.

3. Produces Numerous Publications...

providing thought leadership on current and future IP issues through position papers, reports, study papers, guidance notes and surveys available to members on the website as well as a monthly newsletter – HouseMARQUES.

4. Provides up to the Minute IP Law Developments...

through the "Class 46" blog for trademarks and the "Class 99" blog for Designs. These blogs provide a continuous stream of news scrolling across the MARQUES website – www.marques.org

5. Offers Professional Support and Networking...

through (1) Events and (2) via social media (blogs, LinkedIn discussion group, Facebook, Twitter) affording opportunities for (i) benchmarking with peer to peer organisations, (ii) access to best practices for IP management and protection (iii) access to colleagues for questions and second opinions and (iv) the possibility to facilitate resolution of potentially damaging and expensive disputes without recourse to the courts.

6. Convenes the **MARQUES** Annual Conference...

a must attend event in the calendar of IP professionals with an unrivalled reputation for quality, professional enhancement and networking among peers, practitioners and Regulators in an informal and friendly atmosphere.

The Conference programme has an emphasis on trade mark owner issues, audience interaction and participation and with speakers drawn from a range of disciplines and professions, including the Regulators.

Places at the Conference are deliberately limited ensuring maximum delegate participation and benefit and in maintaining an informal and friendly atmosphere.

MARQUES members pay a reduced fee to attend the Annual Conference.

7. Maintains the **MARQUES** Website....

which provides a valuable source of current IP news; access to **MARQUES** publications, services, sponsorship opportunities, events, Team activities and Membership list

Why should my Company Join.

Join **MARQUES** to **maximise your IP value and minimise your IP risks.**

IP has never before been **more valuable** - often the primary corporate asset - while at the same time being **more vulnerable** - legislative incursions, competitive threats, counterfeits and parallel trade; public perceptions against IP and cyberspace threats.

MARQUES is the pre-eminent association for representing Trade Mark owners in Europe.

How does **MARQUES** Work:

Through the Council (Board of Directors)...

who are elected from among the most senior and experienced IP practitioners from brand owners and private practitioners.

The Council establishes policy, the Mission and the strategic direction of **MARQUES** and is responsible for good governance.

Through the Executive (Management Committee)...

which manages the day to day affairs of **MARQUES** and is made up of the Chair, two Vice Chairs, immediate Past Chair, Treasurer and co-opted members from time to time.

Utilising its significant resources through Teams which address specific issues...

such as Amicus Curiae, Anti-counterfeit and Parallel Trade; China; Cyberspace; Designs; Geographical Indications; Intellectual Asset Management; Madrid Protocol; Brands and Marketing; Famous and Well Known Brands; IP Outer Borders; Regulatory; Trademark law and Practice and Unfair Competition.

The Teams serve **multiple purposes**; (1) they address **current issues** for brand owners; (2) they provide an opportunity for member's to use and **share their expertise** for the benefit of other members; (3) allow members to **learn and develop** their own professional skills; (4) ensure **MARQUES representation** for industry-wide and European IP issues, and (5) take part in precedent making litigation as **'friends of the court'**.

Participation and Involvement by MARQUES Members...

who get involved in promoting brand owners interests either through the Teams/Committees/Task Forces, or in the organisation and running of **MARQUES** via the Communications and Membership, Education, and Programming Teams and by election to the Council and Executive.

Where's the Value:

Annual membership **fees are reasonable** - £315/€370 (Corporate) or £550/€650 (Expert)

Provides cost efficient means to satisfy **'continuing legal education'** obligations to professional standards bodies;

Members are assured of being **kept up to date** with the most recent developments, issues and trends in the law through **social media**, case notes and access to fellow member practitioners;

Leverage the ability to **lobby** on industry and member issues with access to a professional depth and experience not found elsewhere;

Professional and job related opportunities for **networking, exchange of information and views**, access to **second opinions** of colleagues, **benchmarking** to measure and improve efficiency and effectiveness;

Reduced fees for **MARQUES** events, including the Annual Conference – a must attend event for IP professionals.

Where brand owner members have HR initiated **employee personal development goals** **MARQUES** fulfils these on both a professional and personal level with opportunities to participate in **MARQUES** activities at multiple levels.

Please join us or renew your membership by contacting the Secretariat at info@marques.org