



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

Who is MARQUES.

It is a **non-profit association** whose primary purpose is to **safeguard the interests of trade mark owners**. It was established in 1986 by brand owners whose interests were not being sufficiently recognised by any other associations.

What does MARQUES Do.

- 1. Influences on behalf of brand owners;** MARQUES is in a position of **influence and credibility** being recognised, through the **Transparency Register**, by the EU Commission and TM agency OHIM as an **accredited NGO** and has Observer status with the UN World Intellectual Property Organisation – WIPO
- 2. Organises Events; Seminars/Webinars/Workshops;** skill development workshops; meetings with Judges; webinars and seminars;
- 3. Produces Numerous Publications;** HouseMARQUES journal, position papers, guidance notes, surveys;
- 4. Provides up to the Minute IP Law Developments;** via **continuous news streaming** on the website through blogs for trademarks and Designs.
- 5. Offers Professional Support and Networking;** (i) **benchmarking** with peer to peer organisations, (ii) access to **best practices** for IP management (iii) access to colleagues for questions and **second opinions** (iv) facilitation of **dispute resolution**;
- 6. Convenes the MARQUES Annual Conference;** a must attend event for IP professionals with an unrivalled reputation for quality, professional enhancement, networking among peers and regulators in an informal and friendly atmosphere;
- 7. Maintains the MARQUES Website;** provides a source of current IP news; access to services publications, sponsorship opportunities, events, Team activities and Membership list.

Why join MARQUES.

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

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

How does MARQUES Work:

Through the Council (Board of Directors): It establishes policy, the mission and strategic direction of MARQUES and is responsible for good governance;

Through the Executive (Management Committee): It manages the day to day affairs of MARQUES;

Utilising its Subject Matter Teams which address specific issues: there are 14 such Teams;

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.

Where's the Value:

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

For this you get: (i) cost efficient means to satisfy '**continuing legal education**' obligations; (ii) being **kept up to date** through the website and **social media**; (iii) ability to **lobby** on industry and member issues; (iv) Professional and job related **networking, exchange of information and views**; (v) access to **second opinions**, (vi) **benchmarking** to measure and **improve efficiency and effectiveness**; (vii) **Reduced fees** for MARQUES events; (viii) fulfils **employee personal development goals**.

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