

Metroconsult
DEFENDING CREATIVITY WITH TAILORED PROTECTION

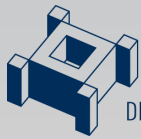
30 YEARS
1987-2017

International Trademark Registration

The point of view of the Trademark attorney

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Metroconsult
Italian and EU Trademark and Design Attorney

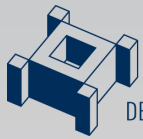
Camera di Commercio Italo-Russa
Milan, 25 January 2018



International trademark registration

A simple and economic tool for companies to protect their trademark

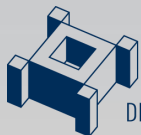
- A filing in Italy of a national mark (before UIBM) or in the EU of a regional one (before EUIPO): Basic Trademark
- A filing of an International application before UIBM (if the basic mark is an Italian application or registration) or before EUIPO (if the basic mark is a EU TM application or registration)



International trademark registration

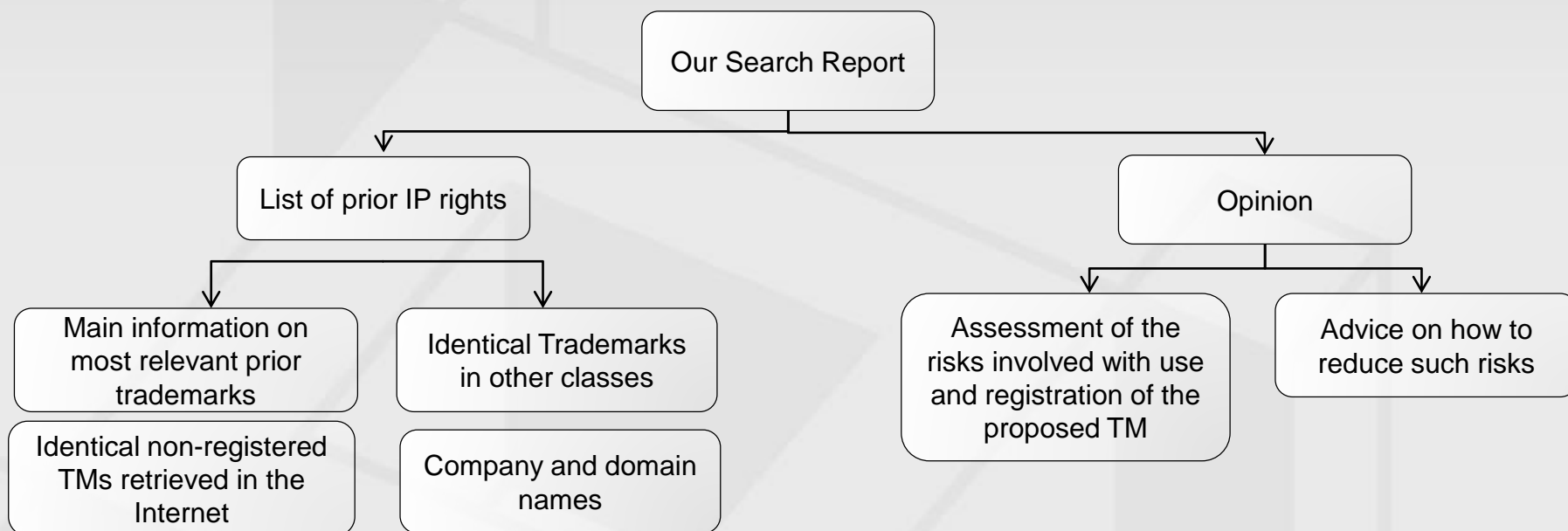
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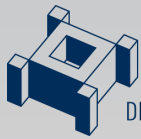
- ✓ It is strongly recommended to start with an availability search on the proposed trademark at least in Italy



Trademark Availability Searches

- Determining the most cost-effective searches on a case-by-case basis
- Searches on identical and/or similar marks
- Italian, EU and International TM database searches
- Use of Private (Clarivate, Corsearch) and Public (UIBM, WIPO, EUIPO) databases





THANK YOU!

For more information, please contact:

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You generate ideas. We make them fly.

www.metroconsult.it

