



# FICPI 17<sup>th</sup> Open Forum



# 5.2: International IP Rights: Tips and tricks for international trade mark applications



## 5.2: International IP Rights

As the world economy becomes ever more interconnected, trade mark owners need to protect their intellectual property on a global scale.

Practitioners therefore need to be aware of issues involved in protecting their clients' IP on an international scale.

IP rights traditionally have been bound by national borders, but international treaties such as the Madrid Protocol have made protecting IP rights in multiple jurisdictions much easier



## 5.2: International IP Rights

This session will examine the tools available to practitioners for protecting their clients' IP globally and will offer some practical tips and tricks for navigating the international trade mark application landscape.



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