



# FICPI 22nd Open Forum

Madrid

25-28 September 2024



## From Zero to Hero

STRENGTHENING THE PRACTICE OF THE INDEPENDENT IP ATTORNEY

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speed



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Open Forum**  
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# Introduction

Christian Wende  
DTS Law, Germany



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**Christian  
Wende**  
Germany



**Carolina Aguilar**  
Spain



**Calim Bouhadra**  
Switzerland



# From Zero to Hero



Building up a Brand is crucial for the success of a business.

Case Law does acknowledge several functions of a trademark or a “brand”, such as function of origin, quality, advertising, communication and investment functions (cf. judgments of 12 November 2002, Arsenal Football Club, C-206/01; of 18 June 2009, L’Oréal and Others, C-487/07; of 23 March 2010, Google France and Google, C-236/08 to C-238/08; of 22 September 2011, Interflora and Interflora British Unit, C-323/09; and of 25 July 2018, Mitsubishi vs. Duma, C-129/17).



# From Zero to Hero

*“Grau, teurer Freund, ist alle Theorie,  
Und grün des Lebens Goldner Baum.”*

*“Gray, dear friend, is all theory,  
And green of life, the golden tree.”*

Faust 1, Studierzimmer, Mephistopheles  
Johann Wolfgang von Goethe





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## INBRAIN – INNERVIA

# Brands for Next-Gen Medtech

Carolina Aguilar

InBrain Neuroelectronics, Spain



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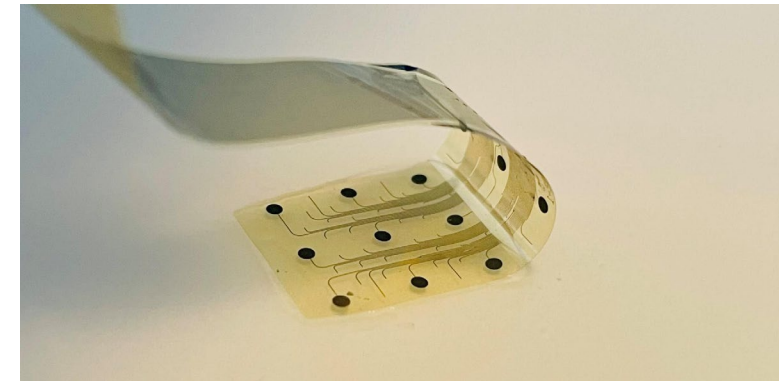
# INBRAIN - INNERVIA

## Mission:

Lighting up the path to a better neural future to improve peoples' lives.

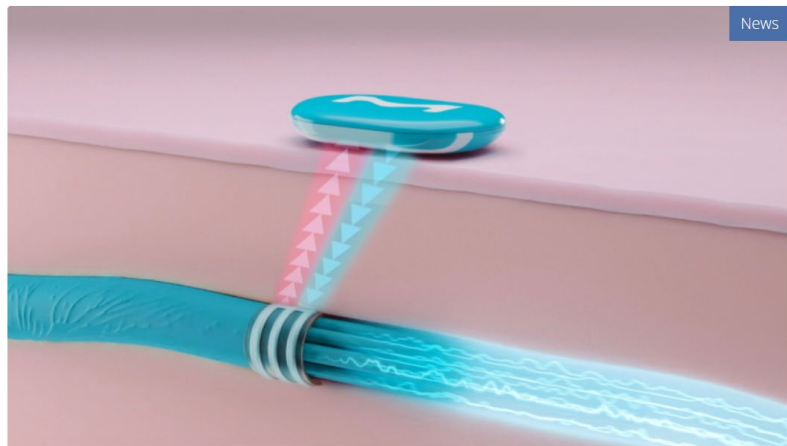
Graphene unlocks the next generation of brain-computer interfaces (BCIs). It offers unprecedented selectivity and accuracy to effectively treat patients with neural conditions such as Parkinson's disease, epilepsy, and speech impairment.

<https://www.youtube.com/watch?v=31XN-63kxBo>





## Merck makes another bioelectronics play, partnering with Innervia



News

Merck KGaA has forged a second partnership in the bioelectronics category in two weeks, teaming up with Innervia to develop neurostimulator devices for treating chronic diseases.

The alliance with Innervia – a subsidiary of Spain's Inbrain Neuroelectronics – is focusing on stimulating the vagus nerve, which carries an extensive range of signals from the body to the brain and vice versa.

The new agreement comes shortly after Merck started working with B Braun subsidiary [neuroloop](#) on vagus nerve-stimulating therapies for inflammatory diseases.



Phil Taylor  
12 July, 2021

bioelectronics

**MERCK** COMPANY EXPERTISE RESEARCH NEWS & MEDIA INVESTORS

PRESS RELEASES /

### Merck and Inbrain Neuroelectronics Collaborate to Develop the Next Generation of Bioelectronic Therapies

Merck today announced a second collaboration agreement in its Bioelectronics innovation field with Innervia Bioelectronics, a start-up and subsidiary of Inbrain Neuroelectronics S.L., Barcelona, Spain.

SHARE

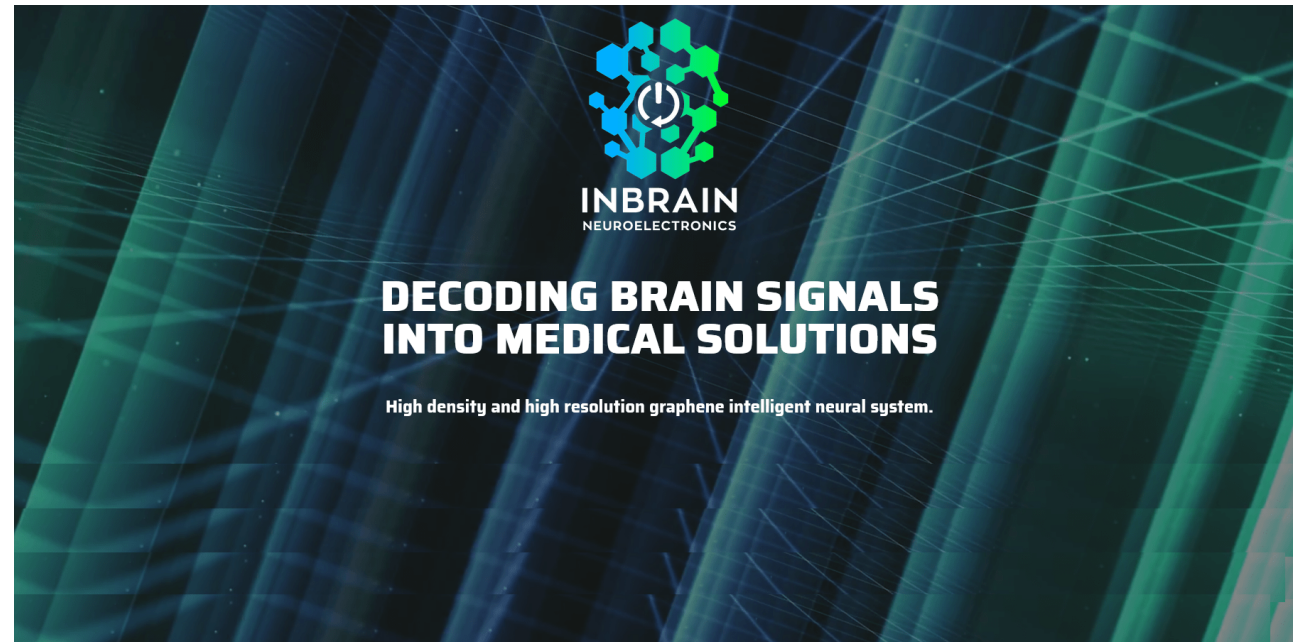
08 JUL 2021 | DARMSTADT, GERMANY

- ◆ **Innovation Center project of Merck aims to develop smart neurostimulators for targeted treatment of chronic diseases**
- ◆ **Second collaboration within the Bioelectronics innovation field of Merck focuses on increasing the selectivity and power efficiency of the device to enable energy intensive neurostimulation using graphene electrodes**
- ◆ **Joint development agreement represents a promising step towards the next generation of highly selective and efficient bioelectronic therapies**



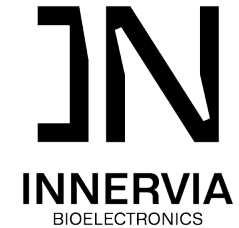


# Former Brand





# New Brand Strategy





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# Watch OUT – Rebels rock the watch world...

Calim Bouhadra  
CAL1X, Switzerland

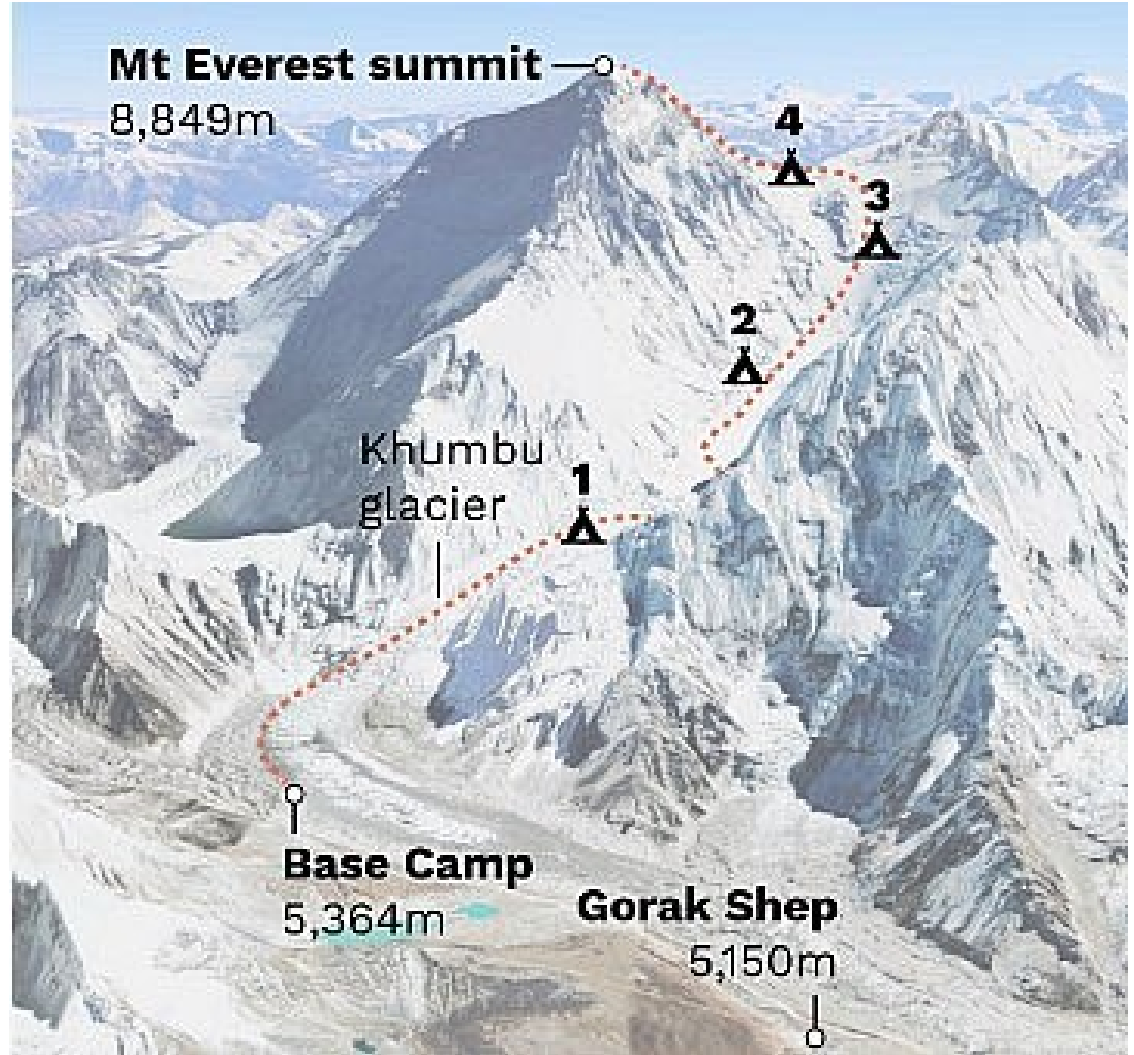


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# Creating a company is like climbing Everest





Technique Hardwork  
Professional Result  
Energy Determination Persistence  
Endurance  
Perseverance Effort  
Value Coach Progress  
Challenge Failure  
Risk Training  
Successes Expertise



Technique Hard work  
Professional Result **Respect**  
Energy Determination Performance  
**Motivation** Endurance **Passion** Comfort Zone  
**Perseverance** Effort Competition  
Value Coach Progress **Resilience**  
Challenge Failure Fairplay  
**Ambition** Risk Training Expertise  
Successes Expertise **Work**  
**Humility**



# 7 Pillars of success



Passion

Ambition

Motivation

Work

Resilience

Humility

Respect

Technique Hardwork  
Professional Result  
Energy Determination Performance  
Endurance Confort Zone  
Perseverance Effort Competition  
Value Coach Progress  
Challenge Failure Fairplay  
Risk Training Expertise  
Successes Expertise



# 7 PILLARS OF SUCCESS

## *PASSION*

You should wake up every morning with a smile and be passionate about the idea to engage yourself in an activity

## *AMBITION*

Norman Vincent Peale said, "Shoot for the moon, even if you miss, you will land among the stars".  
Dream big! Push your limits out of your comfort zone! Set ambitious but realistic goals.

## *MOTIVATION*

Motivation come from your passion and your entourage. Always have a wise sherpa to guild you.

## *WORK WORK AND WORK*

Take your time to analyze your goal, to compare solutions, to anticipate risks, and finally to set your plan and your strategy

## *RESILIENCE*

Nietzsche said, "What doesn't kill you, makes you stronger".  
Perseverance and Determination are the keys to overcome any challenges

## *RESPECT & HUMILITY*

No matter the gender, ethnicity, or your position in society.  
You should share the same vision, the same mission, and the same values

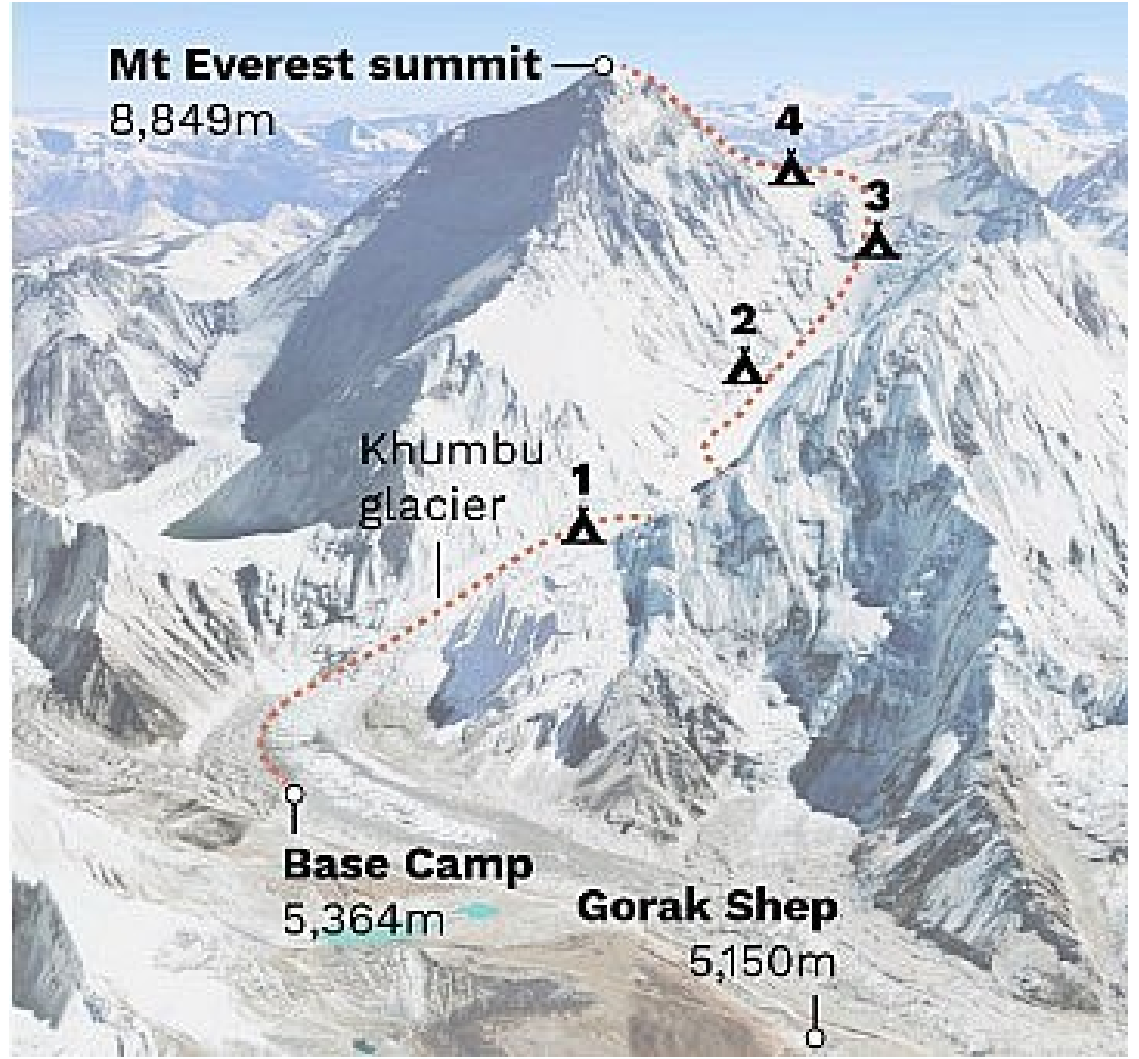




# Creating a company is like climbing Everest

TEAMWORK 2 FAMILY SPIRIT  
LEADERSHIP 2 GUIDE  
PREPARATION 2 ANTICIPATION

TO LIVE A  
PERFECT  
EXPERIENCE





# A new business model: Experience

## Commodity



**1¢–2¢** Per Cup

Beans

## Goods



**5¢–25¢** Per Cup

Roasted and ground

## Service



**75¢–\$1.50** Per Cup

Brewed and served

## Experience



**\$2–\$5.00** Per Cup

Treating yourself  
to something special



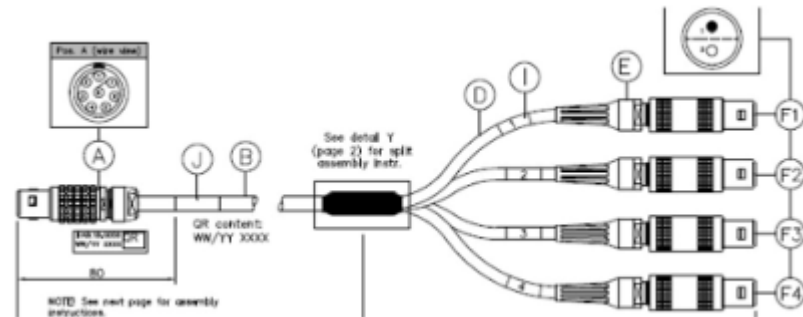
# COO LEMO GROUP



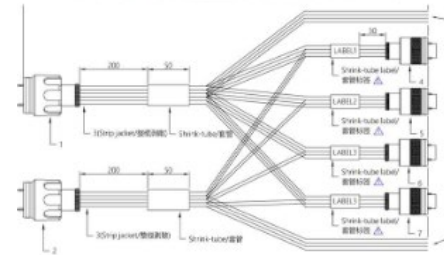
## Products to Solutions



Part, cable “20 CHF”



Cabling service “200 CHF”



Business Solution “2000 CHF”



# TEAM PRINCIPAL



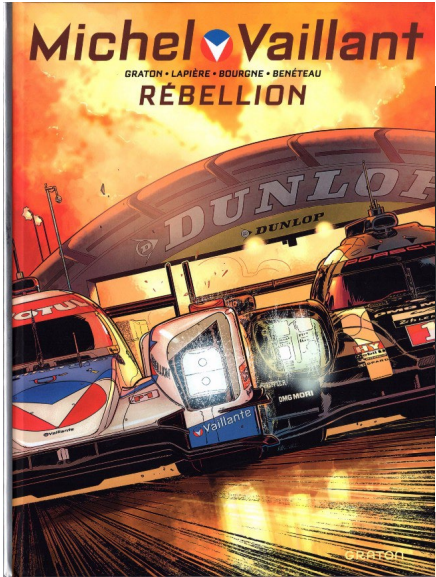


CEO





# Membership club of our success

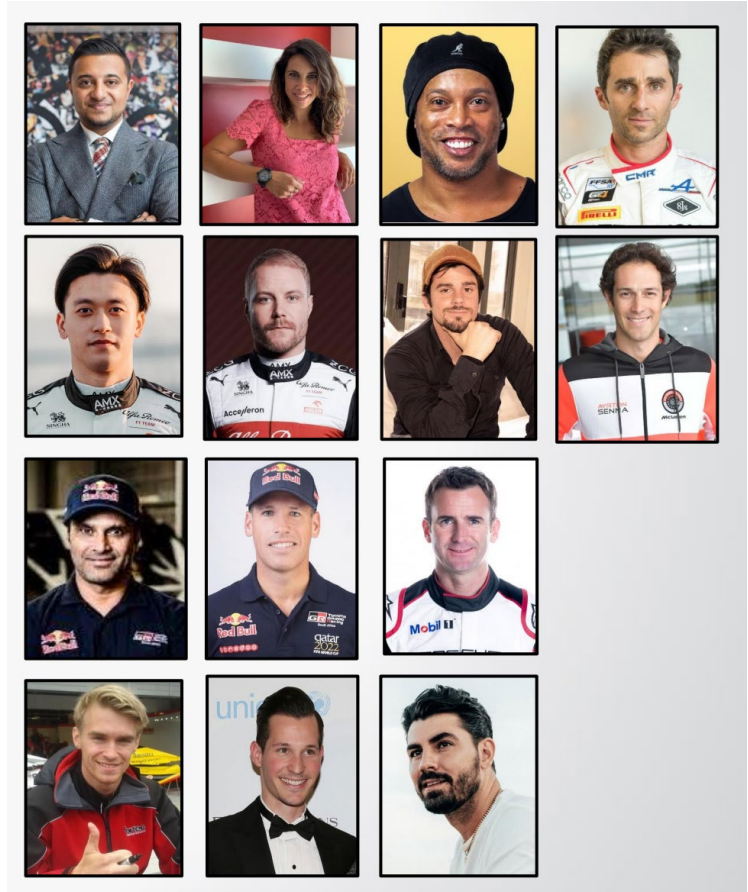


Venez suivre en direct et soutenir les REBELLES lors des 24H du Mans





# Rebellion Corp: Create an experience







# CAL1X – A new experience for watches





# Collaboration with Domingo Zapata



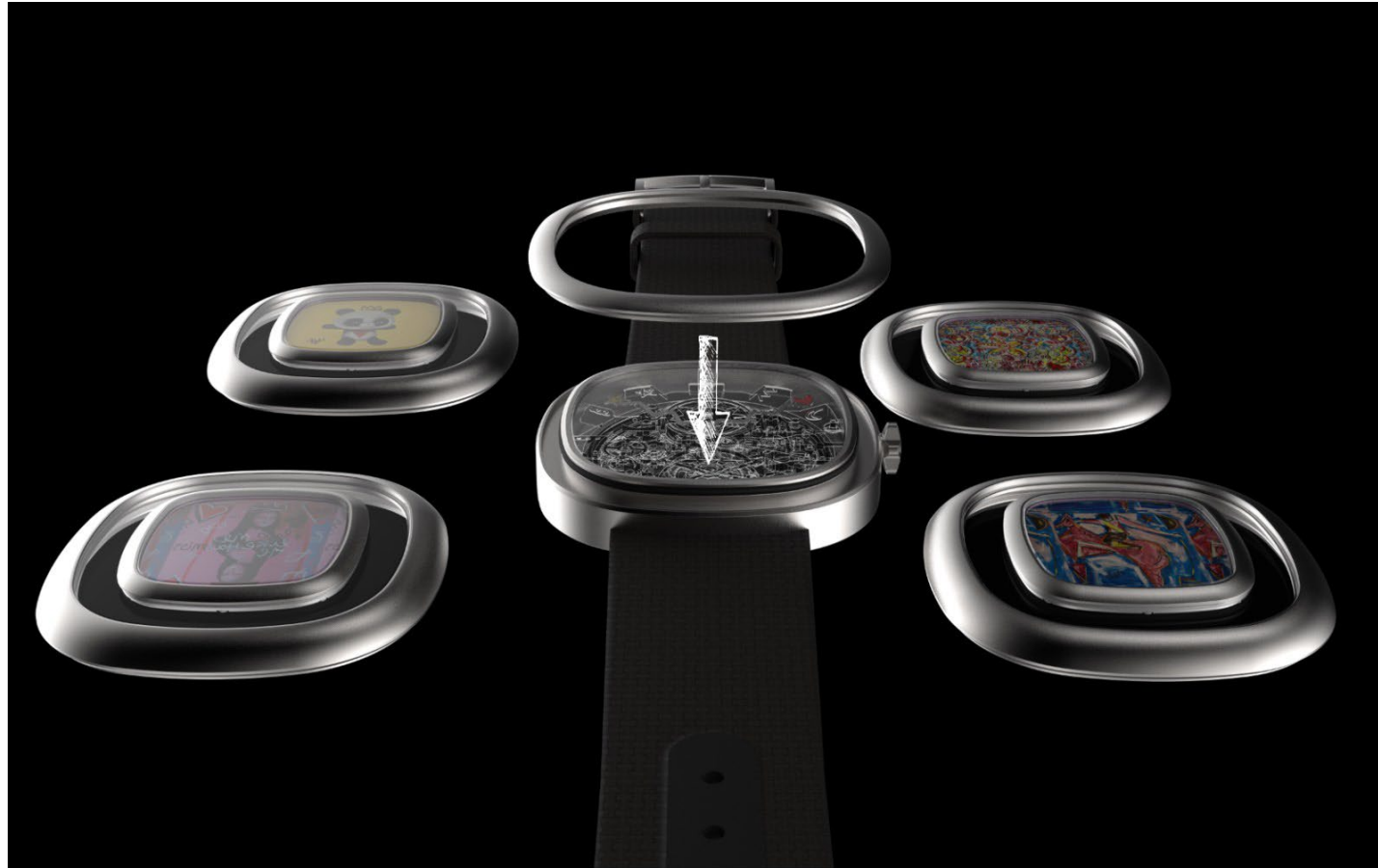


# Merge 2 worlds of PASSION





# The Removable dial





# Create endless personalization





# EXPERIENCE:

## Use the art gallery like a unique show case





# FICPI // Events 2025



FICPI Korean Symposium  
2-5 April 2025  
Jeju Island, Republic of Korea



FICPI World Congress & ExCo Meeting  
12-18 October 2025  
Naples, Italy

Scan the QR to sign up for  
advance information and updates





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