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***BRANDING AND RETAILING OF
TEXTILE AND CLOTHING PRODUCTS***

**USING TRADEMARKS FOR
DOMESTIC AND INTERNATIONAL
MARKETING**



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Partner

Baker & McKenzie madrid

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Trademarks and textile sector

- The most important asset of the company
- Identification of origin and quality
- Higher value of products
- The path to success: registration, defense, use in business

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Trademark registration

- Selecting the trademark
- National regional and international routes
 - National
 - Regional
 - ARIPO
 - OAPI
 - BENELUX
 - OHIM
 - International: The Madrid system



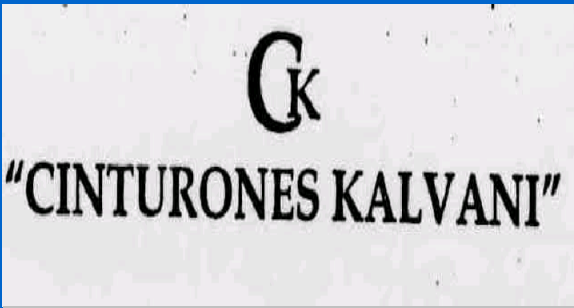
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Protecting against infringers

- Imitators
- Counterfeiters
- Parallel imports

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Imitators



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Counterfeiters



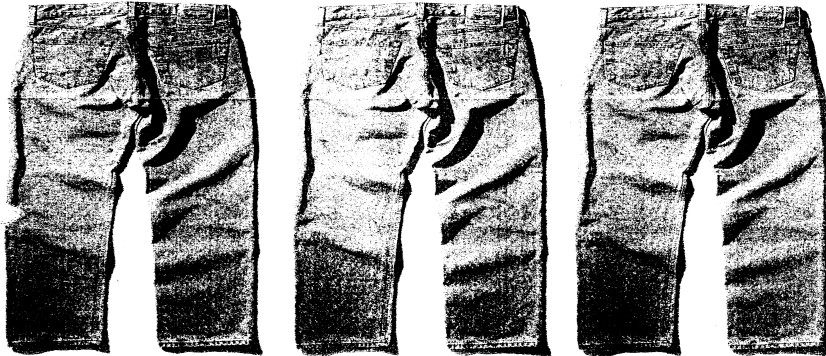
Parallel importers

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EVERY LITTLE HELPS

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Doing business with trademarks

- Trademarks as a source of income
 - Licensing
 - Franchising
- Trademarks as a support for business
 - Valuation of trademarks
 - Rights in rem
 - Securitization