



**WIPO SEMINAR SERIES ON
“THE ECONOMICS OF INTELLECTUAL PROPERTY”**

WIPO/IP/ECON/GE/1/13/INF.1
ORIGINAL: ENGLISH
DATE: DECEMBER 17, 2012

**Trademark Cluttering
(Dr. Georg von Graevenitz)**

organized by
the World Intellectual Property Organization (WIPO)

Geneva, January 29, 2013

13.30 – 13.40 Introduction

Moderator: Mr. Carsten Fink, Chief Economist, World Intellectual Property Organization (WIPO), Geneva

13.40 – 15.00 Trademark Cluttering

Speaker: Dr. Georg von Graevenitz, Senior Lecturer, Innovation Management, Norwich Business School, University of East Anglia, United Kingdom

Time will be reserved for an open discussion.

The session will start at 13.30 p.m., on Tuesday, January 29, 2013, at the headquarters of WIPO, 34, chemin des Colombettes, Geneva (Conference Room B).

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