

WIPO/REG/IP/GUZ/02/5(b)

ORIGINAL:English

DATE:July2002



MINISTRY OF SCIENCE AND  
TECHNOLOGY



WORLD INTELLECTUAL  
PROPERTY ORGANIZATION



JAPAN PATENT OFFICE

STATE INTELLECTUAL PROPERTY  
OFFICE (SIPO)

## WIPO ASIAN REGIONAL SYMPOSIUM ON THE IMPORTANCE OF THE INTELLECTUAL PROPERTY SYSTEM FOR HIGH-TECH INDUSTRIES

organized by  
the World Intellectual Property Organization (WIPO)  
in cooperation with  
the Ministry of Science and Technology of the Government of  
the People's Republic of China,  
the State Intellectual Property Office (SIPO) of  
the People's Republic of China,  
the Guangdong Bureau of Science and Technology  
and the Guangdong Intellectual Property Administration  
and with the assistance of  
the Japan Patent Office (JPO)

**Guangzhou, China, July 10 to 12, 2002**

CORPORATE IMAGE (CI), PRODUCT POSITIONING AND BRAND EQUITY: THE  
SUCCESSFUL USE OF TRADEMARKS AND INDUSTRIAL DESIGNS – CREATION,  
DEVELOPMENT, MANAGEMENT AND USE IN MARKETING AND ADVERTISING

*Presentation prepared by the International Bureau of WIPO*

**Presentation will be taken to Guangzhou by Mr. Jaiya.**