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DATE: JANUARY 30, 2015

SCT Side-Event on The Protection of Country Names and Nation Branding

Geneva, March 17, 2015

PROGRAM

prepared by the Secretariat

INTRODUCTION

From its twenty-first session onwards, the *Standing Committee on the Law of Trademarks, Industrial Designs and Geographical Indications (SCT)* has been working on various aspects of the protection of country names against their registration and use as trademarks. In this context, the Chair of the thirty-second session of the SCT requested the Secretariat to organize a side-event to the thirty-third session of the SCT, which would offer background on various aspects of the protection of country names and nation branding (document SCT/32/5, paragraph 12). The present program was prepared in response to this request.

15.00 – 15.15 Welcome

Mr. Marcus Höpferger, Director, Law and Legislative Advice Division, World Intellectual Property Organization (WIPO), Geneva, Switzerland

15.15 – 16.30 **Panel 1: Country Names, Trademarks and Nation Brands – Some Economic, Legal and Cultural Considerations**

Against the background of the growing importance of brands and branding in modern economies, policy and law makers as well as businesses are paying increasingly attention to the role of collective brands and, in particular, nation brands. This panel will present a possible approach to valuating and ranking nation brands and address some of the legal issues arising out of the interface between country names and individually owned trademark rights.

Moderator: Mr. James Nurton, Managing Editor, Managing Intellectual Property (MIP), London

Speakers: Mr. David Haigh, Brand Finance, London

Ms. Verena von Bomhard, Attorney at Law, Alicante, Spain

16.30 – 16.45 Coffee Break

16.45 – 18.00 **Panel 2: Nation Brands at Work**

Panelists will present their experience with the creation and management of nation brands.

Moderator: Mr. Adil El Maliki, Director General, Moroccan Commercial and Intellectual Property Office (OMPIC), Casablanca, Morocco

Speakers: Ms. Marjory Kennedy, President, Jamaica Exporters' Association, Kingston

Ms. Rebecca Smith, Director, New Zealand Story, Auckland, New Zealand

18.00 End of the Side-Event

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