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INTELLECTUAL PROPERTY OFFICE OF MONGOLIA
GOVERNMENT OF MONGOLIA



WORLD INTELLECTUAL
PROPERTY ORGANIZATION

WIPO NATIONAL SEMINAR ON INTELLECTUAL PROPERTY AND SMALL AND MEDIUM-SIZED ENTERPRISES (SMEs)

organized by
the World Intellectual Property Organization (WIPO)
in cooperation with
the Intellectual Property Office of Mongolia (IPOM)

Ulaanbaatar, October 28 and 29, 2003

MARKETING AND BRANDING STRATEGIES OF SMALL AND MEDIUM-SIZED
ENTERPRISES (SMEs): USE OF TRADEMARKS, GEOGRAPHICAL INDICATIONS
AND INDUSTRIAL DESIGNS IN MARKETING AND ADVERTISING

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