Insights: Publications

International Trademark Filing Systems

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This practice note provides an overview of international trademark filing systems, including the Madrid Protocol (which can allow for designations of protection in a large number of countries), the European Union Trademark or EUTM (which covers the European Union), filings in the Benelux region, and filings in Africa via the African Intellectual Property Organization (OAPI) and African Regional Intellectual Property Organization (ARIPO). This note is a high-level overview, and it is important to engage with counsel who is well versed in these issues to help create a global strategy for an applicant's filing program, likely with input from trusted counsel in local jurisdictions.

Related People



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