


CTM and RCD: One size fits all?


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It depends!

- The answer can be different for different enterprises
 - Even within an enterprise the answer can vary
 - Some different aspects for CTM and RCD
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Topics

- Advantages of CTM and RCD
 - Disadvantages
 - Risk management
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Advantages

- Wide geographical coverage
- Potentially huge market
- Procedural ease
- Cost effective acquisition

Disadvantages

- Potential conflict with earlier rights
 - Some readily identifiable
 - Others unexpected
- Unfamiliar jurisdictions

Particular RCD issues

- Registration possible within 48 hours, subject to compliance with conditions
- Limited jurisprudence from the courts in Luxembourg

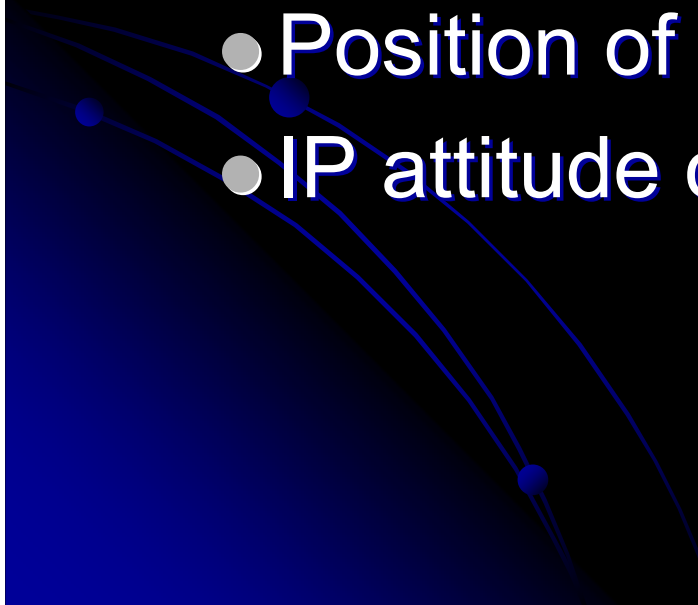
Risk Management

Filing strategy

- Options
 - CTM/RCD
 - National
 - Madrid/Hague
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Risk Management

Need for flexibility

- Need to adjust to circumstances
 - Value of mark
 - Position of competitors
 - IP attitude of competitors
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