

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

ORIGINAL:English

DATE:July2002



MINISTRY OF SCIENCE AND
TECHNOLOGY



WORLD INTELLECTUAL
PROPERTY ORGANIZATION



JAPAN PATENT OFFICE

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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

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