

# Upcoming: Seminar on Brand Protection Abroad Opportunities and Challenges

**TUESDAY, 26th SEPTEMBER 2017**  
**CROWNE PLAZA BANGKOK LUMPINI PARK HOTEL**

If you are taking your business overseas but not sure how to best legally protect your brands abroad from being copied or claimed or if you want to hear about the trademark registration in CLMV, the EU trademark registration or the international trademark system, then you should attend this seminar to hear from a panel of experienced IP lawyers.

Today's global economy provides a world of opportunity for smart businesses – both large and small – selling goods and services beyond their national borders. Operating in international markets means competing on the world stage. In a competitive market, a strong brand can help you to build consumer loyalty and benefit from premium prices. Although you may not have exported your goods or services overseas, there is high possibility that your goods and services will be available beyond national border as goods and services flow across boarder increasingly fast. Thus, protection your brands overseas is very important to your business.

## Featured Topics

- How to Protect Your Trademark in Cambodia-Laos-Myanmar-Vietnam (CLMV) and as EU Trademark Registration with European Union Intellectual Property Office (EUIPO)
- How to Protect Your Trademark Internationally as International Trademark Registration under the Madrid System with World Intellectual Property Office (WIPO)
- Thailand's Accession to Madrid Protocol and Its Implications to Thai Brands
- Challenges and Tips for Protecting Your Trademark Abroad in a Cost-Effective Manner

**Agenda:**

- 1:00 PM Registration
- 1:15 PM Opening Remarks by Mr. [Kowit Somwaiva](#), Managing Partner of [LawPlus Ltd.](#)
- 1:20 PM **How to Protect Your Trademark in Cambodia-Laos-Myanmar-Vietnam (CLMV)**
- Your Trademark and its Importance in CLMV
  - Trademark Registration in CLMV – Process and Requirements
  - Differences Among Countries
  - Challenges and Tips
- 2:15 PM **How to Protect Your Trademark in EU: EU Trademark Registration with European Union Intellectual Property Office (EUIPO)**
- What is EU Trademark?
  - EU Trademark Registration with EUIPO Compared with National Trademark Registration with IP Office of each EU country
  - EU Trademark Registration with EUIPO – Process and Requirements
  - Challenges and Tips
- 3:15 PM Coffee Break
- 3:30 PM **How to Protect Your Trademark Internationally: International Trademark Registration under the Madrid System with World Intellectual Property Office (WIPO)**
- What is International Trademark Registration under the Madrid System?
  - Differences between National Registration System and the Madrid System
  - International Trademark Registration under the Madrid System – Process and Requirements
  - Pros and Cons of International Trademark Registration
  - Thailand's Accession to the Madrid System and Amendment of Trademark Act
  - Challenges and Tips
- 4:30 PM Q & A
- 5:30 PM Closing Remarks, End of Seminar

Cost: THB1,200 plus THB84 for the VAT (THB1,284 in total)  
Registration: Please complete and return the form to us by 22nd September 2017

**The Seminar will be presented in Thai. Materials will be made in English**

[Click here for the full program](#)

[Click here to register](#)

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