

# When Trademarks **Overlap**

with OTHER IP RIGHTS



Munich, Germany • December 8–9

## Strong IP Protection Requires the Right Tools

Join leading authorities at advanced-level sessions to discuss the emerging issues in this area and achieve a solid understanding of the many opportunities and pitfalls of intersecting rights.

Topics include:

- How can product designs be protected as two- or three- dimensional marks and through other IP laws?
- How can trademark law protect artistic works and unregistered geographical indications?
- How can trademarks be subject to unfair competition law, comparative advertising statutes or consumer protection laws, privacy and right of publicity?
- What fundamental questions do the overlaps between trademark law and other IP rights raise and how should policy address these overlaps?

This conference is organized by the Programs and Related Rights Committees of the International Trademark Association (INTA) with the kind support of the German Association for the Protection of Intellectual Property (GRUR).

**For more information and to register please visit:**  
**[www.inta.org/2014tmoverlap](http://www.inta.org/2014tmoverlap)**