

## Trademarks – how to protect logos and signs

- Date:** Tuesday, November 19th 2024 / from 09:00 am to 10:30 am
- Type:** Webinar in English.
- Knowledge:** You know the difference between trademarks, patents and designs and you are specifically interested in trademark protection.
- Costs:** This webinar is free of charge.

### Content:

Logos and signs are ubiquitous. They give consumers orientation and make products and services from different companies distinguishable from one another. However, if they are creative, distinctive and successful, they often run the risk of being imitated or copied.

In this webinar, you will learn how brand protection can help.

### After the webinar you will understand

- the advantage of a registered trademark;
- which signs can be registered as trademarks;
- at a glance, how you can protect your trademark outside Austria (Unionmark, International Registration);
- what happens if the brand gets mixed up easily and how to avoid this;
- how to register your own trademark;
- where you can search for similar brands yourself;
- what an own brand costs.

We look forward to your questions and contributions to the discussion.

If you have any questions or problems, please do not hesitate to contact us at

[ip-academy@patentamt.at](mailto:ip-academy@patentamt.at) or by telephone on 01/53424.

We look forward to seeing you!