

*SHORT PRESENTATION OF THE EVENT*

**Objective**

The CARDS economies are in transition towards a market economy. One of the crucial elements of a market economy is the efficient protection of IP rights. This should also be achieved through rising awareness on the importance of trade marks protection among the CARDS IP administrations and regional IP interested circles.

**Content:**

This seminar will include:

- The future link between the CTM system and the International Trademark system: the ongoing preparations at the OHIM.
- Presentation of the CTM System:
- The Community Trademark from filing to registration

**Key speakers**

1. Mr. Filipe Alcobia de M.S Honardo-OHIM-Office for harmonisation in the Internal Market
2. Mr. Nicolas Vigneron -OHIM- Office for harmonisation in the Internal Market
3. Mr. Cedric Mabilotte Team Leader -CARDS Intellectual Property Rights in the Western Balkans

**Participants**

Custom and trade marks experts.