



ENCOUNTER

6

**THE ROLE OF IP  
IN A NEW POST  
CRISIS WORLD**

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# 6TH ENCOUNTER: TRADEMARKS AS A BUSINESS TOOL TOWARDS A NEW REBOUND

Date: Friday 30<sup>th</sup> of October 2020

Time: 4:30pm to 5:30pm (Madrid, Spain Time)

Method: Live Event via Microsoft Teams 

## Objectives:

The post-COVID Crisis environment is marked by a profound transformation of business and company operations, commercial transactions, and consumers approaches to brands including a further digitalization of society and a new geography for key trademarks. Consequently, trademarks will play an important role as business tools towards a new rebound, in an evolving business and social format. How will /may trademarks play this new role? Which meanings might be expected from this evolution? Are trends of the recent past to be simply accelerated, or would there be space for diverse scenarios? Speakers from three continents will provide a worldwide picture of the profoundly evolving trademark environment under a deeply transformed post-crisis environment and elaborate on possible future scenarios.

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## PANELISTS



**Dr. Alexander VON MUHLEND AHL**  
Former Vice-President EUIPO



**Prof. Xiuqin LIN**  
Professor, School of Law;  
Dean, Intellectual Property Research Institute, Xiamen University, PR China



**Prof. Irene CALBOLI**  
Professor of Law, Texas A&M University School of Law.



Moderated by:

**Dr. Alberto CASADO CERVIÑO**  
Former Vice-President EUIPO, Former Vice-President EPO, Former Director-General SPTO



# READINGS

For those participants who want to get readings connected to the Encounter topic, we are pleased to recommend below several useful links that could be read at any time after the Encounter, or even before it.

These links are non-exhaustive, in the sense that Speakers and the Moderator cover a broader scope of topics connected to "Trademarks as a business tool. Towards a new rebound", but they offer insights that may bring further reflections for the future.

1. Calboli, I. and Sentfleben, M. (eds.) (2018) *The Protection of Non-Traditional Trademarks*, Oxford, Oxford University Press, [Read](#)
2. Calboli, I. and Ginsburg, Jane C. (eds.) (2020), *The Cambridge handbook of International and Comparative Trademark Law*, Cambridge, Cambridge University Press, [Read](#)
3. Curtis, L. and Platts R. (2019) "Alexa, "what's the impact of AI on trademark law"", *ManagingIP.com*, May-June 2019, pp.43-47, [Read](#)
4. EUIPO, Trademarks and Geographical Indications: future Perspectives (Intermediate level), [Read](#)
5. Gangjee, D.S., "Eye, Robot: Artificial Intelligence and Trademark Registers" (2020), in Bruun, N., Dinwoodie, G., Levin, M. and Ohly, A. (Eds.), *Transition and Coherence in Intellectual Property Law*, Cambridge, Cambridge University Press, [Read](#)
6. Grynberg, M. (2019-2020), "AI and the "Death of Trademark"", *Kentucky Law Journal*, Vol. 108, number 2, pp. 199-238, [Read](#)
7. Moerland, A. (2020) "New Trademark Uses in the Fourth Industrial Revolution: Virtual and Augmented Realities", in Heath, Ch., Kamperman-Sanders, A. and Moerland, A., *Intellectual Property Law and the Fourth Industrial Revolution*, AH Alphen aan den Rijn, Wolters Kluwer
8. WIPO, "World IP Day 2020 - Innovate for a Green Future: how trademarks can promote sustainability", [Read](#)



# SUPPORT ENTITIES

IN ALPHABETICAL ORDER



Rigorous empirical research on intellectual property



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Asociación para la defensa de la Marca



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