



IP in Fashion

ITALY, RUSSIA AND AN INTERNATIONAL OVERVIEW

MILANO

November 22, 2016

Auditorium Sanpaolo

Sala Don Giacomo Alberione

Via Giotto 36, Milano

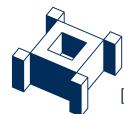
To register, please contact:
press@metroconsult.it

For additional information:
www.metroconsult.it/ip-fashion

PROGRAM

- Differences between the Italian and Russian Fashion Industry
- How to protect IP in Fashion (trademark and design protection)
- Anti-counterfeiting measures, customs control & parallel import in Russia and in the countries of the Eurasian Economic Union
- Licensing, Merchandising and Distribution contracts
- International view on fashion brand protection

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DEFENDING CREATIVITY WITH TAILORED PROTECTION

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