



LANSKY,
GANZGER
+
partner

LGP RECHTSANWÄLTE / ATTORNEYS

Trademark management

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Introducing LGP

Who we are

LANSKY,
GANZGER
+ partner

LGP RECHTSANWÄLTE / ATTORNEYS



LGP's headquarters in Vienna



Member, International Society of Primerus Law Firms

Our firm is a member of the International Society of Primerus Law Firms, a highly selective society of law firms around the globe. This law firm society has the size of some of the world's largest law firms.

- ✓ One of Austria's largest law firms
- ✓ With offices in Vienna, Bratislava, Belgrade, Baku and Astana
- ✓ Managed by its founders and 3 partners in Bratislava and Astana
- ✓ Lawyers and paralegals from over 20 nations form "international desks" and solve a wide range of problems in day-to-day public & business life
- ✓ Our geographic reach extends to Central, and Southern Europe, into the CIS area, and Asia
- ✓ Our network includes local partner firms in over 50 countries

Trademarks

Importance

- **Why is registering a trademark so important?**
 - A registered trademark brings legal certainty
 - A registered trademark creates values
 - Important identification of services and products – growing commercial relevance

- **Word mark**

A word mark consists of words, letters, numbers or any other characters that can be typed

- **Figurative mark**

A figurative mark consists of pictures, graphics or images. It can also contain word elements combined with pictures, graphics or images

- **Other types of trademarks**

3D mark, sound mark, olfactory mark, colour mark

Trademark Registration

- **ÖPA - Austrian Patent Office**

Trademark registration in Austria

- **EUIPO – European Union Intellectual Property Office**

Trademark registration for the whole EU

- **WIPO - World Intellectual Property Organization**

Worldwide trademark registration (Basic trademark required)

- **Registration via application form including Nice classes for goods and services**

Trademark Management is important to protect the value of a trademark

- **Trademark Monitoring**

Service offered by numerous companies worldwide

- **How does it work?**

Check of published trademarks for identical or similar trademark registrations

- **Benefit?**

Awareness - possibility to take action against identical or similar registrations

- **Opposition**

Short and quick proceeding against new registrations violating older trademarks - likelihood of confusion

- **Deletion**

Proceeding against already registered trademarks – longer proceeding

- **Civil Lawsuit**

Omittance (also combined with a preliminary injunction), compensation for damages

Your contacts



Dr. Gerald
GANZGER

Managing Partner

- Founding partner
- Admitted in Austria and Slovakia
- Austria's leading lawyer for media and telecommunication, infrastructure sector clients, media law, IT, and data protection
- Expert in crisis communication and litigation PR
- Official Delegate of the ITKAM Austrian Desk (Italian Chamber of Commerce in Germany)

Practice areas

- Dispute resolution
- TMT
- Litigation PR
- Competition law
- IP / IT
- Damage and compensation law
- Insurance companies
- Civil law



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Contact

Dr. Gerald Ganzger
Managing Partner

Lansky, Ganzger & Partner
Rechtsanwälte GmbH

Biberstraße 5
1010 Vienna
Austria

T: +43 1 533 33 30

E: ganzger@lansky.at

W: www.lgp-lawyers.com