GET IN TOUCH

Please feel free to get in touch with us anytime for further information or if you have questions regarding our services.

European IPR Helpdesk
c/o infeurope S.A.
62, rue Charles Martel
L-2134 Luxembourg

Web www.iprhelpdesk.eu
Email service@iprhelpdesk.eu
Phone +352 25 22 33 - 333 (Helpline)
Fax +352 25 22 33 - 334 (Helpline)

Please check our related fact sheet

Do you need basic, free-of-charge advice to help you make informed decisions on your intellectual property? Here is where to go:

Where to Get Assistance

European IPR Helpdesk
www.iprhelpdesk.eu
Enterprise Europe Network
een.ec.europa.eu
China IPR SME Helpdesk
www.china-iprhelpdesk.eu
South-East Asia IPR SME Helpdesk
www.southeastasia-iprhelpdesk.eu
Latin America IPR SME Helpdesk
www.latinamerica-ipr-helpdesk.eu
National Intellectual Property Offices
www.innovaccess.eu

The European IPR Helpdesk project receives funding from the European Union’s Horizon 2020 research and innovation programme under Grant Agreement No 641474.

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Intellectual Property Management at Trade Fairs

In collaboration with:
GET YOUR TICKET TO INNOVATION:
The European IPR Helpdesk

Before the Trade Fair

- Take an active role in the preservation and defence of your intangible assets, by identifying and protecting the intellectual property (IP) in the goods and materials that you take to the exhibition.
- Identify your key IP assets and register your rights in your home country, the country where the exhibition takes place and in those countries in which you will sell your product, as soon as possible.
- Avoid infringing the rights of others, by performing freedom-to-operate searches.
- Review all promotional material that you take to the event and remind employees of the importance of keeping confidentiality.
- Identify potential infringers even before the trade fair begins by researching exhibitor lists, conducting internet searches, etc. and take preventive measures.
- Prepare documentation showing your ownership of IP rights and their validity.
- Get familiar with the applicable trade fair regulations and services on IP to help you take informed decisions.
- Get acquainted with enforcement measures and procedures in the country where the exhibition is held.
- Check the availability of your local IP lawyers in the city where the exhibition takes place, especially during weekends.
- Apply for border seizure by the customs authority, if appropriate.
- Seek assistance from IP advisors in the country where the trade fair is being held.
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At the Trade Fair

- Do not disclose confidential information.
- Have registration documents, enforcement orders, etc. with you.
- Request an Exhibition Priority Certificate for novelty.
- Collect evidence of suspected infringing goods, such as catalogues, brochures, test orders and photos (if prohibited, seek support from the trade fair organiser or a lawyer).
- Verify whether the exhibition terms and conditions provide for administrative measures against infringers.
- Collaborate with trade fair organisers and use the information and support action offered.
- Obtain specialist advice and check available measures against infringers, such as arbitration or mediation, criminal charges, civil claims, injunctions, declarations to cease and desist, seizures of goods by respective authorities, enforcement of legal titles.
- Initiate dialogue with the infringer, and try to reach an agreement.
- In the case of failure, enforce your rights by means of appropriate legal measures.

After the Trade Fair

- Be proactive and continue taking the appropriate legal enforcement measures against the infringements identified at the trade fair.
- Keep enforcing your IP rights, since enforcement is an on-going activity and is not limited to trade fairs.
- Inform trade fair organisers about the results of enforcement measures against other exhibitors or visitors of the trade fair.

Check our related fact sheet