



**International Association for the Protection of Intellectual Property**

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**AIPPI Bureau**

## Contents

### **Your opinion counts!**

We invite you to submit your feedback on the AIPPI e-News by filling out the electronic form, giving your rating on various items. Your evaluation and comments are much appreciated and will serve to improve the content and appearance of this publication.

*(AIPPI General Secretariat)*

### **Resolutions adopted in Buenos Aires**

This year's Working Programme for the ExCo Meeting in Buenos Aires comprised four Working Questions. While the first Question dealt with an issue which had been partly treated in Singapore 2007, the other three questions concerned new issues. In all four Questions the ExCo was able to adopt a Resolution which gives guidelines for future harmonization of the law. The Resolutions will now be disseminated by the Bureau and the National Groups to the relevant authorities and bodies so that they can make use of the Resolutions. The full texts are available on our website ([www.aippi.org](http://www.aippi.org)).

*(Report by Jochen Bühling, Reporter General of AIPPI)*

### **Buenos Aires Council of Presidents & ExCo meetings**

Michael Brunner provides a rundown on the main decisions taken by the Council of Presidents and ExCo during the annual meeting in Buenos Aires.

*(Report by Michael J. Brunner, Secretary General of AIPPI)*

### **Homegrown Meeting**

In April 2007 the Bureau of AIPPI agreed to study the feasibility of running AIPPI meetings without the support of a core professional congress organiser. Increasing difficulties led us to rapidly switch to running our own meetings. We are proud to say that our first "home grown" meeting in Buenos Aires seems to have been a big success. There is still a lot to improve, but we are confident that with our increased in-house capabilities with respect to running our own meetings we are on a good path and likely to have many more successful meetings around the world.

*(Report by Stephan Freischem, Deputy Secretary General of AIPPI)*

### **Pictures of the AIPPI Forum & ExCo 2009**

[Click here to get some impressions on the Forum & ExCo in Buenos Aires](#)

*(AIPPI General Secretariat)*

### **Your opinion is important to us**

Give us your feedback on the latest AIPPI Forum & ExCo held in Buenos Aires October 2009

*(AIPPI General Secretariat)*

### **Report on the AIPPI Baltic conference, 2-5 September 2009, Tallinn, Estonia**

Under the pleasant and efficient direction of Mr. Urmas Kauler, President of the Estonian Group of AIPPI, and of Mr. Enn Urgan, Chairman of the Organizing Committee, the three Baltic Groups of Estonia, Latvia and Lithuania met once again in Tallinn, on September 2-5, 2009, for their 8th biennial meeting.

*(Report by Thierry Mollet-Viéville, President of AIPPI and Stephan Freischem, Deputy Secretary General of AIPPI)*

**AIPPI Committees**

### **Special Committees Reports are available online**

The main issues of these Resolutions are presented in this article. The full text of the Resolutions and details can be found at [www.aippi.org](http://www.aippi.org).

### **Communications Committee annual report for the AIPPI ExCo meeting**

*(Report by Esmé du Plessis, Chair of the Communications Committee)*

**Forthcoming Events**

### **AIPPI Belgium Centenary, 10 December, 2009, Belgium**

We wish to remind you of the forthcoming AIPPI Belgium Centenary. In order to register online or to view the detailed information, just visit the website at [www.aippi.be](http://www.aippi.be)

*(Florent Gevers, President of AIPPI Belgium)*

## Forum Reports Buenos Aires

## National Groups

## GOs & NGOs

## Feedback

## Your contribution please!

### **42 World Intellectual Property Congress, 3-6 October, 2010, Paris, France**

Why will you attend the AIPPI Congress in Paris from October 3 to 6, 2010? One answer is that we are going through or have been through an economic crisis.

*(Article by Thierry Sueur, President of AIPPI France)*

For further information on IP Meetings please refer to the [AIPPI Master Calendar of IP Events](#).

### **Second Life – The Legal Implications for the brand owner**

According to Gartner Inc., an information technology research and advisory company, 80 percent of active Internet users will have some sort of presence in a virtual world by the end of 2011. This was expressed at the end of the year 2007, when the hype of Second Life was huge. In the meantime the mass media attention for virtual worlds has passed but Second Life and, more in general, virtual worlds are certainly not dead. Though the speed of integration of virtual worlds into our lives and business world might have decreased, it will certainly have an impact on all of us in the near future.

*(Report by Marieke Westgeest and Kate Swaine)*

### **The inventive step requirement in Brazil**

Enacted in 1996, the current Brazilian Patent and Trademark Act is in line with the requirements of the Agreement of Trade-Related Aspects of Intellectual Property Rights - TRIPs. The requirements of patentability in Brazil are novelty, inventive step and the industrial application requirements, which are established in Section 8 of the 1996 Patent Act.

*(Report by Gabriel F. Leonardos)*

### **Conflicts between trademarks and domain names**

There is no doubt on the importance of a given trademark –whether it is famous or not- as a way to differentiate certain product or service. No less important is the advertising function of trademarks or service marks. In other words, trademarks or service marks not only have distinctive function, but they also promote the purchase of the product or service, which they cover.

*(Report by Renzo Scavia R.member from AIPPI Peru)*

### **WIPO Survey on the Lisbon System (Appellations of Origin)**

The WIPO Working Group on the Development of the Lisbon System (Appellations of Origin) agreed, inter alia, that the International Bureau of WIPO should conduct a survey with a view to ascertaining how the Lisbon system might be improved, in order that the system would become more attractive for users and prospective new members of the Lisbon Agreement for the Protection of Appellations of Origin and their International Registration while preserving the principles and objectives of the Agreement. The International Bureau of WIPO calls upon contracting States of the Lisbon Agreement, States non-members of the Lisbon system, interested intergovernmental and non-governmental organizations, as well as interested circles to submit any suggestions they may have for such improvements.

*(Extract from <https://www.wipo.int/lisbon/en/feedback.html>)*

Any comments you have as members are invited and welcomed. Please let us have your input on this e-News or on anything relating to AIPPI by e-mail to [enews@aippi.org](mailto:enews@aippi.org).

Readers of this e-News are encouraged to provide us with their contributions for our future editions. Articles should comply with our current [editorial policy and guidelines](#).

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