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UNIVERSITÀ DI MACERATA

DIPARTIMENTO DI
GIURISPRUDENZA



DIPARTIMENTO
DI ECCELLENZA
MUR
2018 - 2022
2023 - 2027



Corso di dottorato in Diritto e innovazione
a.a. 2024/2025

Seminario permanente
- Diritto, innovazione tecnologica e vulnerabilità -

**NON-TRADITIONAL TRADE MARKS:
STATE OF EU LAW**

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Visiting Professor nell'ambito del Dipartimento di Eccellenza

As undertakings increasingly want to diversify, they increasingly attempt to claim trade mark protection in signs that do not merely consist of words, images or combinations thereof. Faced with technological evolutions and all sort of requests for the protection of “non-traditional” signs, the EU legislator, trade mark offices and courts in Europe have developed a doctrine on the protectability and the scope of protection of, *inter alia*, shape or 3D marks, pattern marks, position marks, single-colour and multi-colour marks, sound marks, gesture marks, gustatory (taste) marks, olfactory (smell) marks and tactile or haptic (touch) marks. This seminar takes stock of current EU law in this field.

VENERDÌ 7 MARZO 2025

ore 15.00 - 18.00

Sala seminari Biblioteca Sbriccoli
Via Garibaldi, 20