

Noli IP Newsletter

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Curious Facts on Hungarian "Brains"

By Judit Marai and Mariana Paula Noli

Ms. Marai is not only a friend of mine and an esteemed colleague but I also consider her one of the original members of our NOLI IP team who has played a key role in helping us take our very first steps towards becoming the law firm we are today. Since

Such name is **Erno Rubik**, the inventor of a lot of children's' (and let's admit it, adults') favorite, or sometimes obsessive toy: "the Rubik's Cube." There are 43,252,003,274,489,856,000 (forty-three-quintillion) permutations and yet

"Given our firm's Argentinian-Hungarian background, we find very interesting the fact that the Biro brothers moved to Argentina, established Biro Pens of Argentina (the ballpoint pen is called birome in Argentina)."

Ms. Marai was born in Hungary, I suggested that she shared some interesting facts about inventions by Hungarians. So here you go, enjoy!

Rubik's Cube

Almost everybody knows at least one Hungarian name by heart, but the general public may not be aware of his nationality.

research has proved that all cubes can be solved within 26 moves. The Rubik's Cube in its three dimensional form and any graphic or photographic representation of it, in any configuration, colored or uncolored, whether or not it carries the Rubik's Cube name or logo, is protected by intellectual property laws throughout the

HubBog: Start-ups in Colombia

By Monica Hernandez

A few weeks ago, I had the gratifying opportunity of representing our NOLI IP team by visiting HubBog in Colombia, one of the nation's first startup accelerators developed by CEO Rene Rojas. During the lunch networking event I attended, each participant shared business ideas, presented their companies' needs and offered their products or services. I must say I was astonished by the campus' fast and organized pace and its staff's commitment providing a quiet, focused, energized environment for start-ups. I am proud that our firm has recently become part of this collaboration culture, participating of the co-working academy factor which has led 100+ national as well as international entrepreneurs to success.

world. **Rubik's Brand Ltd** owns all the international rights in the RUBIK trademarks and in the overall image of the Rubik's Cube.



The copyright belongs to Ernő Rubik, the originator of Rubik's Cube who has given Rubik's Brand Ltd full and exclusive authority to license and administer his rights, and to pursue by whatever legal means necessary any infringement of such rights. We have seen several legal battles regarding the Rubik's Cube, but the company's biggest victory dated sometime in 2014. Although Simba Toys applied for invalidation of the Community Trademark to the Office of Harmonization in the Internal Market in 2006, the General Court of the European Union held with its final decision that the registration of the shape of the Rubik's Cube as Community Trademark is valid. The General Court found that the grid

structure of the cube does not fulfil any technical function, but it is essential characteristic, and highly distinctive that enables consumers to identify the producer of the Rubik's Cube as oppose to other flat sided cube with equally spaced orthogonal grid.

Ballpoint Pen (aka Biro)

In everyday life everybody uses ballpoint pen, since it is safer to use and more long-lasting than any fountain pen. The inventor is **Laszlo Biro** who created the ballpoint pen with the help of his chemist brother, and presented his invention at the Budapest International Fair in 1931.



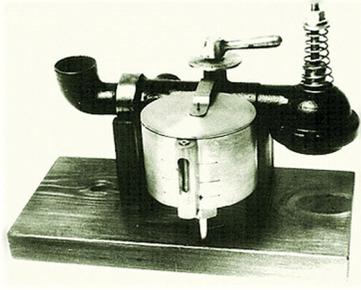
He patented the invention first in Paris in 1938. Given our firm's Argentinian-Hungarian background, we find very interesting the fact that the Biro brothers moved to Argentina, established **Biro Pens of Argentina** (the ballpoint pen is called birome in Argentina). They filed a patent application in 1943 and acquired registration in

the US. Although "Biro" is widely known throughout the world, and got registered, it has become generic losing its trademark status in most countries.



Contribution to the Engine
Donat Bánki and János Csonka were co-founders of engine manufacturing in Hungary. As proven by their joint patents, their cooperation met considerable success. They patented the petrol engine in 1888 and the carburetor in 1893 (see picture). The **Bánki-Csonka** motors were mass produced by the **Ganz & Partner Iron Foundry and Engineering Works**, where Donát Bánki had worked for 16 years between 1882 and 1899, first as a designer, then as chief engineer. During that period, he started to develop his own inventions. In 1894, he patented his high-pressure combustion engine and upgraded it with injected water cooling (with a dual carburetor, and an

evaporation method used ever since).



This invention was followed by the front wheel drive car in 1902, the steam turbine in 1903 and the water turbine (Crossflow turbine) in 1917 which allowed the mini hydropower station to be

developed. Among the many hundreds of them completed at that time, a few remain operational even today.

Vitamin C

The discovery of this everyday dietary supplement is tight to another Hungarian scientist: **Albert Szent-Gyorgyi**. During experiments on cell respiration he succeeded in isolating a reducing agent from plants such as oranges and lemons, which blocked

the effect of the peroxidase-type enzymes. This substance, similar to hezuronic acid, he named ascorbic acid (due to its efficacy in eliminating scurvy), or vitamin C. The paprika produced around Szeged was an ample source for its production. In 1937 he received the Nobel Prize in physiology and medical science for "...discoveries in the area of biological combustion processes, particularly in regard to vitamin C, and the fumaric acid catalysis".

The Signs of Argentina

By Luciana Eugenia Noli and Mariana Paula Noli

According to one of its definition, a trademark is a recognizable sign, design, or unique expression related to products or services of a particular source. Given that my sister Mariana moved away from our home country, Argentina, over a decade ago, many times we find ourselves talking about those products and "trademarks" that make her feel "like at home." If you are from Argentina or ever visited Argentina, you will know some of these brands and what we are talking about.

Who doesn't like "**Dulce de Leche**"? Dulce de leche is a confection prepared by slowly heating sweetened milk to create a substance that derives its taste from the Maillard reaction, changing flavor and color. Literally translated, it means "sweet made of milk." It is popular in France, Portugal and Spain, as well as most of Latin America, notably in Argentina, Uruguay, Paraguay, Brazil, Colombia, Mexico, Chile, Ecuador, Bolivia, Peru, and Venezuela. The most famous brand is **Chimbote**, this historical premium

brand in Argentina has been in business since 1937.



Did you ever drink "**Yerba Mate**"? The yerba mate plant is grown and processed in South America, specifically in northern Argentina (Corrientes, Misiones), Paraguay, Uruguay and southern Brazil. Cultivators

are known as *yerbateros* (in Spanish). **Establecimiento Las Marias** is the owner of many important trademarks in Argentina. While **Taragüi** is the leading yerba in the country; some other known trademarks are **Union, La Merced** and **Mañanita**. Today they export their brands to over 40 countries around the world. What are your favorite “**Alfajores**”? Alfajores have been popular in Argentina and Uruguay since the mid-19th century.



They are made with two round cookies with different sweet fillings between them and some of the best known alfajor brands in South America are the Argentine **Havanna, Cachafaz** and **Jorgito**. How about time to relax with a glass of “**the Argentine Wine**”? Who doesn’t like a good wine, the alcoholic beverage

made from fermented grapes or other fruits? While wine itself is not from Argentina, Malbec certainly is associated with our home country. The Argentine wine industry is the fifth largest producer of wine in the world and some of the most known trademarks belong to **Alamo, Trapiche** and **Norton**.



GLOBAL ENTREPRENEURSHIP NETWORK (GEN) in Medellin – March 14-17, 2016

As part of NOLI IP Solutions, PC’s international effort in educating start-up businesses and promoting entrepreneurship in Latin America, Ms. Mariana Noli will be traveling next month to many important cities, Bogota and Medellin in Colombia, Lima in Peru, Buenos Aires in Argentina as well as Mexico DF and Queretaro in Mexico. Along with our local strategy ally, Ms. Noli will have the honor of participating of the Global Entrepreneurship Network (GEN) Conference in Medellin, representing our firm among thousands of other international entrepreneurs and businesses. For more information on this conference, please visit: <http://wearegen.co/>

