

Noli IP Newsletter

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ECTA in Hungary: Welcome to Budapest *By Judit Marai*

Ever since I moved to the Hungarian capital city, I have been mesmerized by its beauty. So I am happy that many of my esteemed

colleagues will have the chance to see it during ECTA. Buda and Pest are two different, but equally charming sides of the city, separated by the Danube: Pest has the business and colorful nightlife (going to one of the **ruin pubs** is a must), while Buda is quiet and green with its hills.

Things to Do in the Lunch Break

The ECTA conference will take place in one of the main touristic neighborhoods,

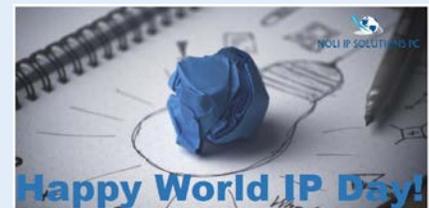
guaranteeing that you can access lots of places that are worth the visit. The venue (Hotel Intercontinental Budapest) is located on the Pest side, on **Danube Promenade Budapest**, between the **Chain Bridge** (Szechenyi Lanchid) and **Elizabeth Bridge** (Erzsebet hid). Right across the Danube, you will see the Castle. Take a little walk on the Promenade if you have a few minutes break. You can have coffee or lunch on a terrace, or on one of the boats right in front of the hotel. Do not worry. You are not going to sail away: those boats only operate as



Happy World IP Day

By Luciana Noli

World Intellectual Property Day is observed annually on the 26th of April. Established by the WIPO in 2000, World IP Day is a day we honor to "raise awareness of how patents, copyright, trademarks and designs impact on daily life" and "to celebrate creativity, and the contribution made by creators and innovators to the development of societies across the globe".



This year, I was excited to participate in the conference at the Instituto Nacional de Propiedad Industrial (INPI) in Buenos Aires, Argentina. For more information on this seminar, please visit: <http://www.inpi.gov.ar/index.php?Id=365&criterio=24>

regular restaurants, so you will not miss your conference accidentally. Walk to the north, towards the Chain Bridge (the one with the lions) and you can see the **Parliament**. Right after the Chain Bridge, you will find metal **shoes on the bank**. It is street art, and was found the second most fascinating public sculpture in the world by the Architectural Design Magazine in 2016.



Elizabeth Bridge from the Gellert Hill

Things to Do in a Few Hours

If you have even more time but you still want to stay close to the hotel, give the **Castle** a chance: it is worth seeing. Just cross the Chain Bridge, and you can either walk upstairs or take the **Budavari Castle Hill Funicular** (Siklo). It is not merely a museum: besides the beautiful view of the whole city, the Castle district and its almost 800-year-old buildings have residents nowadays too. South from the Castle, you can find the **Gellert Hill** with the **Citadel** (Citadella) on the

top, and the famous **Hotel Gellert and Spa**. You may know that Hungary is famous for its natural baths, and this is one of them. My personal favorite is **Rudas Thermal Bath** at the Elizabeth Bridge, at the bottom of the Gellert Hill. You can enjoy a fantastic view from the rooftop pool / jacuzzi. The best is after sunset.



View from the Gellert Hill

Interestingly, the old children's pool next to Hotel Gellert is now not part of the spa, but a separate open air bar / restaurant / occasional movie theatre with the name of **Pagony**. Have a glass of wine there. If you are lucky, you can get a seat inside the pool. Literally, at the entrance of the Hotel Gellert, you can see the **Liberty Bridge** (Szabadsag hid). You will recognize it by its green color and young people sitting on the decks. Across the bridge, you can get to the **Central Market Hall** on Fovam square that is a famous tourist

destination. If you have great eyes, you can spot part of the old city wall across the street. Do not get disappointed if you cannot find it: it is mainly hidden inside of the gardens. From that point, you can walk back on the famous **Vaci Street**, or take the **tram No. 2** back to the Hotel Intercontinental and the conference. This tram line is definitely the most beautiful one in Budapest, and has some fame internationally as well. I would recommend it if you only have a half an hour, and want to see all the beauty I have just talked about very quickly. If you still have a little time left before your next meeting or presentation, stay on the tram, and go till the end (Jaszai Mari Ter). You will pass the Parliament, and find yourself at **Margaret Bridge** (Margit hid) and **Margaret Island**. The island is between two bridges, accessible from both directions. It is definitely the center of the outside sports in the city with its professional running path, huge meadows and its little zoo.

You can also walk to the east of the conference venue towards **Deak Square**, where you can enjoy the view from the **Budapest Eye**, the huge

Ferris wheel, or get a cold lemonade on the steps of Aquarium, an open air bar on the square. **Andrassy Street**, that is part of the world heritage, runs from Deak Square to **Heroes Square**. It is a nice 20-30 minutes' walk, or you can take the **Subway No. 1**, which is one of the oldest metro line in Europe with its original trains. You can find the **Budapest Zoo** next to Heroes Square as well.

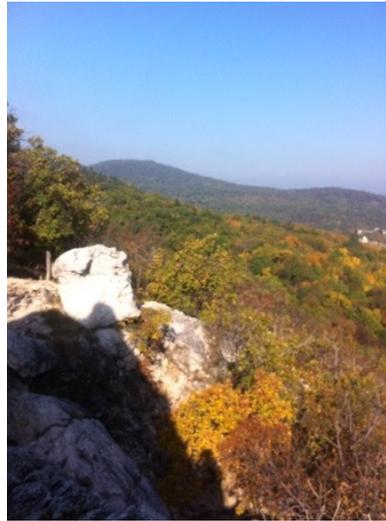


View from the Liberty Bridge

Day Trips

If you happen to stay a few more days before or after the conference, there is still a lot to do in and around the city. Budapest has a very fortunate geography: you do not have to leave the city if you want to go hiking. Just go to **Normafa**. You can go directly there with the Bus No. 21 from Szell Kalman Square. You can find paved paths and real hiking trails as well. Before or after your hike, strudel (retes) is a must. Trust me: strudel is so

good there that people go there just to have some.



Normafa

If you want to get out of the city, go to **Szentendre** to the North on Buda side. Take the HEV, the suburban railway line from Batthyany Square, or even from the Buda side of the Margaret Bridge. It takes you directly to Szentendre. Be careful because only one line goes to Szentendre. This city has a unique vibe with its narrow cobblestone pedestrian streets and its Promenade next to the Danube. Take a walk, and have lunch next to the Danube. If you crave for Indian or Nepali food, you will find the best restaurant there. (Its other location is in the 7th district, close by to Deak Square.) If you happen to be travelling by car, you can explore even further on Route 11. Visit **Visegrad**, and

its castle. You can get up to the entrance by car, or on foot with a nice hike from the city center. **Esztergom** is even a little more further, but it is worth to see its Basilica. Another wonderful destination is **Dobogoko** for a nice walk in the forest and the beautiful view. Hungarians believe that Dobogoko is the heart of Hungary.

Useful Information About Budapest

You will find it pretty easy to get around in the city, especially in the inner city. People speak English, and are very friendly and helpful with tourists. Everybody walks, and public transportation (BKV) is very reliable and safe. I highly recommend using it, since Budapest has a wonderful public transportation system. It is useful to know that certain boat lines are part of the public transportation system (look for the BKV sign on the bank). You can buy tickets at most of the stations from the vending machines, or the customer service at the bigger metro stations (E.g. Deak Square, Ferenciek tere at Elizabeth Bridge). You can buy single tickets, and 24-hour or 72-hour travel cards

at the vending machines, but for further information, you might want to walk to the closest customer service point. The above mentioned stations are in 5-10 minutes walking distance from the conference venue.

Hungarians are famous of their food. Be careful though because it is very heavy, but irresistibly delicious. Hungarian cuisine has a lot of tasty soups that could be a main course on their own, E.g. Fish Soup (Halaszle), Jokai Bean Soup (Jokai bableves), and Goulash, which is not a stew. Deserts are very good

The ABC on the PCT *By Sergio Chacon-Hoffmann*

The Patent Cooperation Treaty, also referred to as PCT, began in 1970 with updates on a regular basis. Countries who are part of the Paris Convention for the Protection of Industrial Property (1883) are member countries. The purpose of the PCT is to (a) streamline the initial filing process, (b) make it easier and initially cheaper to file a patent application in a large number of countries, (c) provides an examination report that while non-binding

too: try Gerbaud (zserbo), Arany Galuska (bond cake with nuts served with vanilla sauce) or something with poppy seed. Hungarians are proud of their fruit brandy (palinka). It is tasty, but could be pretty strong. Especially the homemade ones. Hungarians like wine even more than beer, and on hot summer days, they drink it in a special way: mixed with sparkling water. This is Froccs (froetch). And one more unique food in Hungary you might want to try: langos. It is deep fried flat bread with sour cream, cheese and garlic on the top. Be aware that

to individual patent offices provides an opinion on the patentability of the invention. The PCT is a non-granting patent process. It is the individual patent offices, where national applications may be filed, the offices that will grant you a patent. By filing through the PCT process you can embark on the path to seek patent protection for an invention simultaneously in every country that is a member to the Treaty. You accomplish this by filing an “international

although you can use your card in most places, there are a lot of cash-only places. Always ask first.

I hope you will have a great time in Budapest. If you have any questions, or need personal recommendations, feel free to reach out to me: judit@noli-ipsolutions.com. Have a safe flight and see you in Budapest!

patent application.” Who can file? A PCT international patent application may be filed by anyone who is a national or resident of a Member Country or Contracting State. In PCT terms, those countries that have ratified the Patent Cooperation Treaty are referred to as Member Countries or Contracting States.

The value of the PCT process is that it enables patent applicants to file one single

patent application and have that single, uniform patent application be treated as an initial application for patent in any Member Country. This single, uniform patent application is what is referred to as the international application. Filing an international patent application to start the patent process can frequently be a wise move if you are contemplating securing patent rights in multiple countries. It is important to understand that obtaining international patent protection is not an inexpensive task and that you must review carefully where your market, your competition and your production will be for your specific invention.

Please note that there is no such thing as an international patent. However, using the PCT will allow you to reach up to 152 countries as of April 1, 2017. This can be accomplished through the PCT process by entering the so-called “national stage” in the countries where you want to receive a patent, or you can file a patent application claiming the benefit of your international patent application directly in a particular country within 12 months of filing your international patent application.

The PCT procedure consists of two main phases. As already mentioned, the first phase begins with the filing of an

international application. The second phase begins with the international application entering into any number of countries to be evaluated under the patent laws in force in each particular country where you want a patent. Thus, there is said to be an “international phase” and a “national phase” to the PCT process. The international application must be filed in an authorized Receiving Office.

Please contact us with any questions you may have on streamlining your international filing strategy for your invention. We will make sure it provides you the best results in the international protection of your invention.



NOLI IP SOLUTIONS PC

The Noli IP Team will be attending the INTA Annual Conference in Barcelona, Spain, this upcoming May and we would love you to visit us at our booth #B36 in the Exhibition Hall of the Fira Gran Via Convention Center.

Exhibition Hall Opening Hours:
Sunday 21st – 12:00pm-4:00pm
Monday 22nd & Tuesday 23rd – 10:00am-4:00pm
Wednesday 24th – 10:00am-2:00pm

See You in at INTA Annual Meeting in Barcelona!