

# Noli IP Newsletter

Noli IP Solutions, PC

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## *A Gift from Barcelona*

*By Luciana Noli*

Last month I participated, together with several of my colleagues, of the 139th International Trademark Association (INTA) Annual Meeting in Barcelona, Spain (May 20-24, 2017). As some of you know, this year's annual

was an incredibly rewarding experience. Having the opportunity to meet and greet people from all over the world who stopped by our booth to wish us happy birthday was indeed very special. Some of our visitors

*Noli IP Solutions, PC is a California-based firm focused in corporate and intellectual property law, with satellite offices in both Latin America and Europe. We take pride in being a truly international law firm, our team is composed of professionals from Argentina, Canada, Chile, Egypt, Hungary, Morocco, and the U.S.A.*

conference was particularly special for us at Noli IP Solutions, PC because we decided to have a booth (Booth #B36) at the Exhibition Hall of Fira Gran Via to honor our third anniversary in business.

I won't lie to you, those days were very intense and we worked very hard. Overall, it

(clients, colleagues and friends) already had some knowledge about our firm and did not know much about us.



## **INTA: Ten Years Just Flew By ...**

*By Mariana Noli*

This INTA Annual Meeting was my 10th year anniversary -yes, my tenth and I am not as old as you think ;) – attending the annual meeting. Believe it or not, ten years have gone by since the first time I attended the 2007 INTA Annual Meeting in Chicago.



Lots changed since that first time, I became more involved, joined a committee, even had the pleasure to moderate a table topic this year, but one thing remained the same: my appreciation for all the work this organization does for our profession and for the professionals in our field. Thank you INTA!

We had approximately 400-500 individuals from different countries and cultures, leave their wishes in their native languages for us. Could it get any better than that for us?



We felt lots of good, positive energy as well as much curiosity to learn more about our firm and what we do. I do not mean to sound like a MasterCard commercial but the experience of our booth was PRICELESS!

Thank you to all of you who took time out of your busy conference schedule to come say hello and wish us happy birthday. We know that the conference can be demanding and we appreciate your effort more than you know. Thank you to those who couldn't be there, but we know were there in spirit with us.

Wishing for many more years to come, we thank you for your wishes for Noli IP Team!

## Visiting the EUIPO in Alicante

By Judit Marai

Since our team attended the 139th INTA Annual Meeting in Barcelona, Spain and we had never been closer to the European Union Intellectual Property Office (EUIPO) in Alicante, it was obvious for us to make the decision to stop by Alicante to visit the center of trademarks in Europe.



Despite being familiar with the basics about the OHIM,

now EUIPO and its history, the visit was an incredible learning experience for us!

Founded in 1994, it functioned as the OHIM (Office for Harmonization in the Internal Market) until last year.



The Office handles trademark (European Trademark) as well

as the design (Registered Community Design) registrations for the European Union. These two unitary intellectual property rights are valid across the twenty-eight (28) Member States of the European Union. Every year, it registers an average of 135,000 EU trademarks and close to 100,000 designs. The office also processes trade mark and design applications in 23 official languages of the European Union.

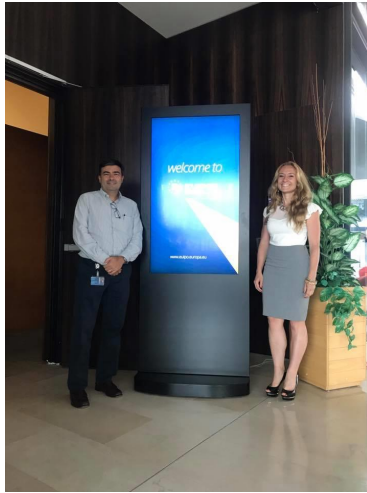
The EUIPO is based in Alicante, on the south-east coast of Spain, and there are five working languages at the



Office – English, French, German, Italian and Spanish. EUIPO, formerly known as the OHIM, underwent some reforms and the Office as well as several positions and the governing board were renamed to mirror these changes.



The EUIPO's location in the outskirt of the beautiful beach city, Alicante has a fantastic view of the city from the patio of the restaurant and coffee shop.



We, of course, had to have some coffee while admiring such a view. Then, we took a

tour and walked around the building thanks to Mr. Jose Julian Izquierdo Pelin, Deputy Director of the International Cooperation and Legal Affairs. He gave us a chance to take a peek behind the scenes including the meeting room with all 28 flags explained procedures and meetings sharing some knowledge about the office's activities. We definitely left a piece of our hearts there.



## ECTA 2017 See You in Budapest!

Noli IP Solutions, PC will be participating for the first time of the European Community Trademarks Association (ECTA) Annual Conference this year. Ms. Judit Marai and Ms. Mariana Noli will be in Budapest, Hungary from during the ECTA 36<sup>th</sup> Annual Conference to take place from June 28<sup>th</sup> through July 1<sup>st</sup>, 2017. To schedule an appointment, please email Ms. Marai at [Judit@noli-ipsolutions.com](mailto:Judit@noli-ipsolutions.com) or our office at [mail@noli-ipsolutions.com](mailto:mail@noli-ipsolutions.com).

