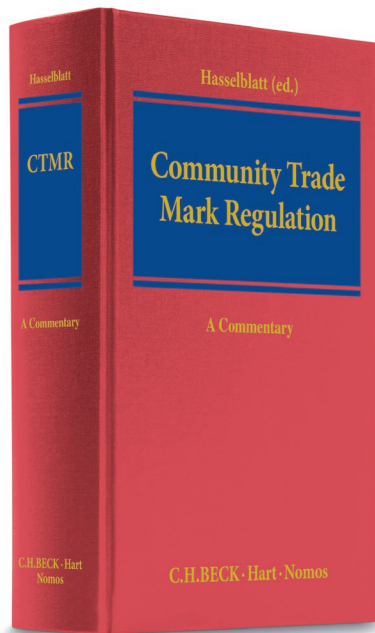


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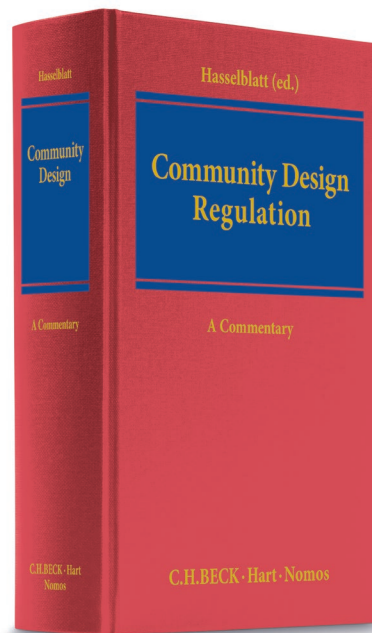
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## **Community Trade Mark Regulation – English language Commentary**

Powerful trade marks encapsulate the essential values of a brand. In today's highly competitive markets, trade marks serve as communicators between the businesses on the one hand and the courted clientele on the other. With its unitary nature and equal effect throughout the entire EU, the CTM provides access to more than 500 million consumers. It is therefore no wonder that business and trade have long since recognized the value of the CTM, last but not least because of this geographical reach. Since its inception in 1996, more than one million CTMs have been registered, 30 % of which stemming from applicants outside the EU. It is thus fair to say: The CTMR has proved to be a success story.



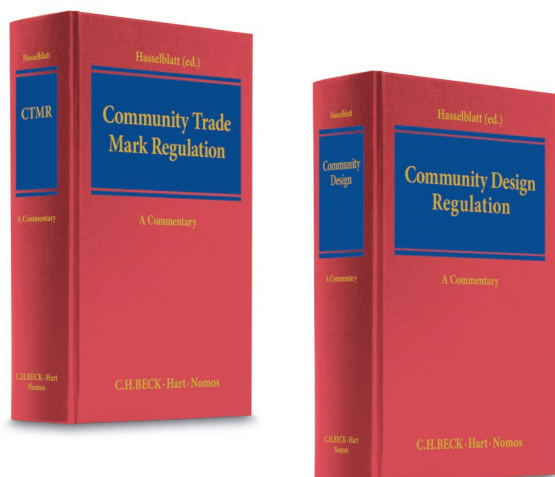
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## **Community Design Regulation – English language Commentary**

Design protection is well-established in modern commercial life. Successful designs often connect elements of attractive appearance with enhanced functionality, captivate through their simplicity, elegance or coolness and are therefore appealing to the consumer or user. Designs are an expression of innovative brilliance as well as emotional appeal and are for this reason for many businesses essential prerequisites for economic success. With its union-wide reach the CD is an ideal marketing tool to protect designs against counterfeiting and piracy, be it registered or not. In view of more than 700,000 RCD applications since 2003, the paramount importance of CDs is beyond doubt.



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- a thorough analysis of the measures under Enforcement Directive 2004/48/EC
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*»The commentaries are written by practitioners for practitioners' [...] deserving a place on the bookshelf of any professional or student interested in the Community trade mark and design system.«*

António Campinos, President, OHIM (Foreword to both Commentaries)

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