



Direzione Generale per la LOTTA alla CONTRAFFAZIONE
Ufficio Italiano Brevetti e Marchi
IPTO Italian Patent and Trademark Office

Dear Company,

The **Italian Patent and Trademark Office - Directorate-General for the FIGHT against COUNTERFEITING** (DGLC-UIBM - IPTO) as part of the Ministry of Economic Development operates to enhance and protect **Industrial Property** and **stop counterfeiting**, supporting innovation and competitiveness of the Entrepreneurship, at national and international level.

The Directorate-General **will be present at the MILANOUNICA from 9th to 11th of July** in **RHO MilanoFiera**, where companies, visitors, schools and students will be able to visit the stands and receive information about Trademarks, Patents, Designs and Models, protection of ideas and products and anti-counterfeiting systems.

You can also **book an appointment** and:

1. get to know more about **INCENTIVES for COMPANIES** in order to support TRADEMARKS valorization (*how, when and what are the documents required*)
2. receive **FREE LEGAL ADVICE from ADVOCATES AND LEGAL ADVISORS** of the **ITALIAN INDUSTRIAL PROPERTY CONSULTANTS INSTITUTE**
3. receive information about how to **file and submit an INDUSTRIAL DESIGN, PATENT or TRADEMARK registration** (*TELEMATIC DEPOSIT demonstration*)
4. check - in 10 minutes- the level of awareness and **knowledge of Your Company on Industrial Property** (*By using self-diagnosis application*)
5. learn about **SHOWCASE of PRODUCT TRACEABILITY Systems** (*Anti-counterfeiting technologies, "criticality" analysis of products on different markets, strategies and Countermeasures against Counterfeiting*)
6. discover **UIBM DATABASES** (Patiris – Iperico – TMview – Design view) (*Demonstration on research parameters: Trademarks, Patents, Utility models and IP assets*).
7. experience all functions of the **new APPUIBM** (*to report suspected counterfeit products directly from your device*)
8. talk with **our EXPERTS** and receive **legal advice**
9. take benefit from **UIBM SERVICES** (*LineadirettaAntiContraffazione, CallcenterUIBM, information desk Brasil-China-Russia, answers from the experts, traceability laboratories, projects UIBMEducational for schools*).

BOOK YOUR APPOINTMENT by 10 July, for **free advice**:

- **send an email** and indicate your requests among those numbered above (from 1 to 9) to: **eventiuibm@mise.gov.it**
- you will receive an email with confirmation of **date and time** of your free consultation at the **UIBM stand**
- **during the MILANOUNICA**, contact us: *tel. 3316705891 - mail: dglcuibm.missioni@mise.gov.it*



Focus IPTO in the fair “**MILANOUNICA**” roof/**Padiglione 16** stand **E09**

▪ **Tuesday 9 July:**

10AM how a patent application is filed

10.30AM and **3PM** free problem solving with the consultant of the Italian Industrial Property Consultants Institute

11AM and **2PM** patent financial benefit for companies

12PM how to protect your own product on foreign markets (Brazil, China and Russia)

1PM check your level of knowledge on IP with the online test “PltestUIBM”

2PM data base “Iperico” and the new app “Geouibm” to report fakes to the service “LINEA antiContraffazione UIBM”.

4PM how a trademark application is filed

▪ **Wednesday 10 July:**

9.30AM how to use databases

10AM and **3PM** free problem solving with the consultant of the Italian Industrial Property Consultants Institute

11AM how a design/model application is filed

12PM service “LINEA antiContraffazione UIBM”

1PM check your level of knowledge on IP with the online test “PltestUIBM”

3PM foreign market point (Brazil, China and Russia)

5PM data base “Iperico” and the new app “Geouibm” to report fakes

▪ **Thursday 11 July:**

9.30AM data base “Iperico” and the new app “Geouibm” to report fakes

10AM and **3PM** free problem solving with the consultant of the Italian Industrial Property Consultants Institute

11AM e **2PM** trademark financial benefit for companies

12PM foreign market point (Brazil, China and Russia) how to protect your own product on foreign markets

1PM how a trademark/ design-model/ patent application is filed

2PM IP rights financial benefit for companies

4PM foreign market point (Brazil, China and Russia)

5PM how to use databases

Call or Email us to reach you directly at your stand with our free services:

- **phone: 3316705891**
- **Email: dglcuibm.missioni@mise.gov.it**