

WEBINAR SERIES
LIFECYCLE OF A SMART IDEA

STARTING STRONG – BUILDING OUT A GLOBAL TRADEMARK AND DESIGN PROFILE

Moderator: **Shelagh Carnegie**, **Partner**, Toronto
Co-head, Intellectual Property, Global

Panelists:

Kate Swaine, **Partner** – Birmingham,
Co-head, Intellectual Property, Global

Jon Parker, **Partner** - Dubai

Jian Xu, **Legal Director** - Beijing

Veronica Fridman, **Counsel** - Moscow

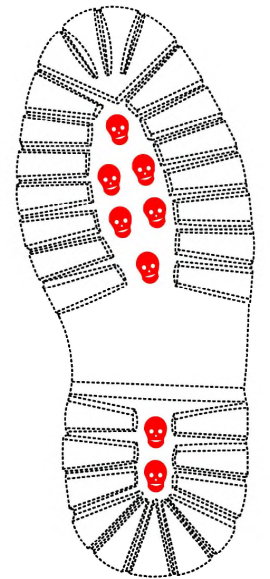
James Longwell, **Partner** - Toronto

SEPTEMBER 30, 2020

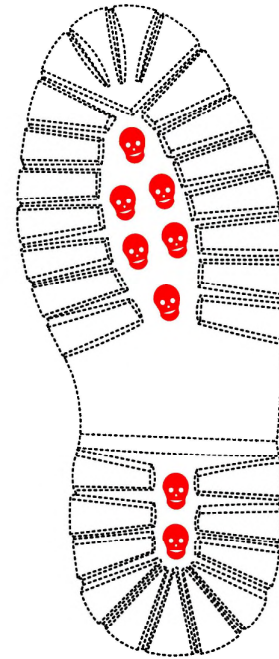
Gowling WLG's Global IP Group



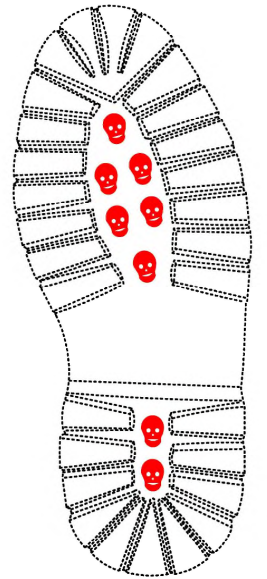
HELLRANGER TRADEMARKS AND DESIGNS



DESIGNS



HELLRANGER TRADEMARKS AND DESIGNS



TRADEMARKS - LOCALIZATION

English Version	Possible China Versions
	

THANK YOU FOR ATTENDING!

**VISIT [HTTP://GOXL.GOWLINGWLG.COM/](http://GOXL.GOWLINGWLG.COM/)
FOR MORE TIPS, COMMENTARIES, VIDEOS AND
ON-DEMAND WEBINARS**

DON'T MISS OUR NEXT WEBINAR:

**4 NOVEMBER: DEFENDING YOUR TRADEMARKS AND DESIGNS
– GLOBAL ENFORCEMENT STRATEGIES**

INVITATIONS WILL BE SENT SOON!