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*EU Georgia Intellectual Property Project*

# EU GEORGIA INTELLECTUAL PROPERTY PROJECT

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## Sakpatenti staff development program

Trade marks: EUIPO practice on  
relative grounds for refusal

20-21 March 2023  
Sakpatenti office

## AGENDA

EU Georgia project, funded by the European Union and implemented by the European Union Intellectual Property Office (EUIPO)

[www.eugipp.eu](http://www.eugipp.eu)

## 20 March

- 09:30 – 11:30      **Likelihood of confusion: basis of the opposition (well-known marks), comparison of goods and services; distinctiveness of the earlier mark.**  
*Ms. Irina Sotirova, Legal Department, EUIPO*
- 11:30 – 11:45      *Coffee break*
- 11:45 – 13:30      **Likelihood of confusion: assessing dominant and distinctive components of the signs; comparison of signs.**  
*Ms. Irina Sotirova, Legal Department, EUIPO*
- 13:30 – 14:30      *Lunch break*
- 14:30 – 16:30      **Likelihood of confusion: Global Assessment, other factors for assessment and recent trends in the EU case- law.**  
*Ms. Irina Sotirova, Legal Department, EUIPO*

## 21 March

- 09:30 – 11:00      **Marks with reputation: scope and conditions of application, standards for assessment (part 1)**  
*Ms. Irina Sotirova, Legal Department, EUIPO*
- 11:00 – 11:15      *Coffee break*
- 11:15 – 12:45      **Marks with reputation: scope and conditions of application, standards for assessment (part 2)**  
*Ms. Irina Sotirova, Legal Department, EUIPO*
- 12:45 – 13:45      *Lunch break*
- 13:45 – 15:45      **Written assignment: elaboration of written decisions on oppositions according to the EUIPO**  
*Ms. Irina Sotirova, Legal Department, EUIPO*
- 15:45 – 16:00      **Conclusions**