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LATVIA

■ New Director in the Latvian Patent Office



The Latvian Justice Minister, Jānis Bordāns, has welcomed the appointment of Sandris Laganovskis as the new Director of the Patent Office of Latvia, effective as of October 1st.

Prior to taking up his new role, Mr. Laganovskis was Counsellor at the Permanent Representation of the Republic of Latvia to the European Union. As Counsellor to the Ministry of Justice in Brussels, he represented the interests of the Ministry in working groups in the fields of intellectual property, criminal law, data protection and the external dimension of justice and the Board of the International Criminal Court.

On his appointment, Mr. Laganovskis stressed that one of his priorities as Director of the Patent Office would be to strengthen the Office's role by communicating intellectual property rights that enable the development of innovation, the introduction of new technologies and methods in manufacturing to the public. Minister of Justice Jānis Bordāns welcomed this approach and added that the implementation of new ideas in business was undeniably an important contribution towards the general development of the state and to its international reputation.



Minister Bordāns (left) and the new Patent Office Director, Mr. Laganovskis (right)

Source: Patent Office of the Republic of Latvia. www.ipv.gov.lv

AUSTRIA

■ Trade mark application is cornerstone of brand value



At the presentation of the 10th Austrian brand value study by the European Brand Institute on 3 July 2013 in the News Tower in Vienna, the President of the Patent Office, Dr Friedrich Rödler, noted that applying for a trade mark at the Austrian Patent Office could be considered as laying the foundations for brand value, and therefore company value. Trade mark protection, ideally when combined with patent and design protection, is the best instrument for ensuring the competitiveness of innovations.

According to Mr Rödler: 'Unlike patents, trade marks don't have an expiry date, so if the applicant wants, logos can stay fresh and 'ready for battle' indefinitely. As the Brand Value Study 2013 clearly demonstrates, many companies have already recognised the potential of a trade mark. In 2012, 6,506 trade mark applications were received by the Austrian Patent Office, which is an increase of around 3% over the previous year. Austrian trade mark applicants are also among the biggest users of international protection mechanisms; the relevant authority for international trade mark protection reported a rise of 12.5% in applications from Austria. In particular in terms of international competition, trade marks are an essential tool in the fight against imitators, free riders and any other form of product piracy.'

Source: Austrian Patent Office. www.patentamt.at