

'What's up Brand? Corporate image design' Conference

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On 29-30 June 2020, the Patent Office of the Republic of Poland ([UPRP](#)) is hosting the online conference 'What's up Brand? Corporate image design'.

A wide range of international experts from the design field will be sharing their views and experiences on how to get noticed with a product design in a rapidly evolving and competitive world, using new technologies to advantage. The conference will also include topics such as the legal protection of brand image rights and non conventional trade marks, and the legal challenges concerning the protection of the creative sectors. Other panels will focus on brand promotion through art, user experience and communication strategies.

All the sessions will be broadcasted live with simultaneous translation into English and Polish. **Participation is free of charge and no registration is necessary.** All practical information and relevant details are available on the [conference website](#).

The conference is co-organised by the EUIPO, the World Intellectual Property Office (WIPO) and the Warsaw Stock Exchange (GPW).

For further information, please visit the [conference website](#).