

# NEWS ALERT



KEEP YOURSELF UPDATED  
ON THE WORLD SPORTING GOODS INDUSTRY!

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#28/2009-11-09

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## WFSGI – WIPO Webinar : free sign up !

The Arbitration and Mediation Center of the World Intellectual Property Organization (WIPO Center) will, in close cooperation with the Intellectual Property Committee of the WFSGI, broadcast a **webinar on the impact of New Top Level Domains on Brand Owners and the related expected expansion of the Internet.**

As early as 2010, ICANN, (the technical oversight body for among others the “.com” Top Level Domain or “TLD”) plans to expand the number of TLDs which may include daily sports-related words like “football” or “sneakers.” Anybody may apply for and possibly own a TLD and decide the scope of its use. You may see websites like (only examples) “mycompany.football” or “mycompany.sneakers.”

- How will you react if your company's name is “xyz” and someone applies for the .xyz TLD and subsequently allows registration of domain names such as “goods.xyz”?

- How will you react if you are a sports brand and only one(1) person

can buy and control an entire sport industry-related TLD?

This may affect all your advertising and sales promotion strategies, lead to certain restrictions on use of words and names, or impact existing sport industry brands.

- What does this all mean and what are the consequences?

### Date

- **November 17, 2009, at 3 pm (Geneva / Swiss time, GMT+1)**

### Speakers

- Dr. Jochen M. Schaefer, Legal Counsel of the WFSGI,
- Eun-Joo Min (Head - Legal Development Section—WIPO)
- David Roache-Turner (Head, Domain Name Dispute Resolution Section—WIPO)

### Details

- Free of charge
- In English
- Duration: 1 hr
- Space is limited to the first 1,000 registrants to log-on to the Webi-

nar on Tuesday, November 17, 2009.

### Sign up:

<https://www2.gotomeeting.com/register/708068946>

We encourage you to take part in the webinar and:

- Learn from neutral international domain name dispute experts before it happens

- Be aware of and better understand possible consequences for the sporting goods industry

- Find out what actions can be taken in advance if needed

Learn of WIPO's proposals to protect trademarks as TLDs expand

(A further cost-free webinar will follow on Arbitration and Mediation of intellectual property disputes for WFSGI members and the sporting goods industry on December 9, 2009, more information later and on [www.wfsgi.org](http://www.wfsgi.org)).

Source : WFSGI

### Sustaining Members



## Chinese Sporting Goods Export in 2008

In 2008, the volume of Chinese exported sporting goods reaches 5.097 billion, increasing 15.49% year on year; Chinese sporting goods export value reaches 8.081 billion US dollars, increasing 22.06%. The value of average unit reaches 1.59 US dollars, increasing 5.69%.

The top five export provinces are respectively Guangdong, Zhejiang, Fujian, Shanghai and Jiangsu. The total of these five provinces' export value is 81.45% of Chinese whole sporting goods export value.

The top five export destinations are respectively USA, EU, Japan, Chinese Hong Kong and Canada, the same as the year of 2007. In 2008, the total export value to these five countries

or regions is 79.76% of Chinese whole sporting goods export value. As for export trade ways, Chinese sporting goods export trade ways mainly are general trade and processing with imported materials, whose export value is 88.49% of the whole. Export value in general trade is 3.963 billion US dollars, 49.03% of the whole export value and increasing 25.41% year on year; export value in processing with imported materials is 3.946 billion US dollars, 39.46% of the whole and increasing 18.60%.

Sporting goods export enterprises mainly are three kinds of foreign-invested enterprises or ventures in China, private enterprises and state-

owned companies, whose export value is 95.87% of the whole. The export value of three kinds of foreign-invested enterprises or ventures in China reaches 4.886 billion US dollars, 60.46% of the whole export value and increasing 22.27% year on year; private enterprises' export value is 1.724 billion US dollars, 21.34% of the whole export value and increasing 36.72%; state-owned companies' export value is 1.137 billion US dollars, 14.07% of the whole export value and increasing 5.22%.

Source: [www.mechnet.com.cn](http://www.mechnet.com.cn)

**THE ULTIMATE WEAPON FOR THE CHAMPION ATHLETE**  
 胜器 灵人  
**A NEW LOOK FOR THE CHINA NATIONAL BADMINTON TEAM**  
 DEDICATED BY LI-NING

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Sustaining Members



## adidas Group Nine Months 2009 Results

During the third quarter of 2009, Group sales declined 7% on a currency-neutral basis. Revenues for the adidas segment decreased 6% on a currency-neutral basis. Growth in the Sport Style division could not offset declines in major sports categories in the Sport Performance division. Currency-neutral revenues in the Reebok segment decreased

12% versus the prior year, as a result of declines in all divisions. Third quarter revenues for the Taylor-Made-adidas Golf segment decreased 12% on a currency-neutral basis. This was mainly due to the challenging macroeconomic environment and the non-recurrence of sales related to several new product launches in the prior year period.

Currency movements positively impacted Group sales in euro terms. Group revenues decreased 6% in euro terms to € 2.888 billion in the third quarter of 2009 from € 3.083 billion in 2008.

Source : adidas

## Columbia Sportswear reports Third Quarter 2009 Results

### Highlights:

- Third quarter 2009 consolidated net sales decreased 4 percent to \$434.5 million, compared to third quarter 2008 net sales of \$452.4 million.
- Third quarter 2009 net income was \$46.9 million, or \$1.38 per diluted share, compared to net income of \$58.3 million, or \$1.69 per diluted share, for the third quarter of 2008.
- The company revised its outlook upward for full year 2009, and now expects net sales to decline 8 to 9 percent and operating income to decline approximately 300 basis points, compared with 2008, which included a \$24.7 million impairment charge.
- Global spring 2010 product backlog at September 30, 2009 totaled

\$350.8 million, 5 percent lower than backlog of \$370.9 million at September 30, 2008; consolidated backlog, which also includes fall 2009 product orders, was 9 percent lower at \$590.0 million.

- The board of directors increased the quarterly dividend by \$0.02 per share, or 12.5 percent, to \$0.18 per share, payable on November 25, 2009 to shareholders of record on November 12, 2009.

Columbia Sportswear Company announced net sales of \$434.5 million for the quarter ended September 30, 2009, a decrease of 4 percent compared to net sales of \$452.4 million for the same period of 2008, including a 1 percentage point negative effect from changes in foreign currency exchange rates compared

with the third quarter of 2008.

Third quarter net income totaled \$46.9 million, or \$1.38 per diluted share, compared with net income of \$58.3 million, or \$1.69 per diluted share, for the same period of 2008.

Tim Boyle, Columbia's president and chief executive officer, commented, "Third quarter results were significantly better than our July outlook, primarily due to greater than expected demand and resulting shipments of Fall 2009 products in the U.S., as well as a greater benefit from stronger international currencies. The gross profit from those incremental shipments dropped to the bottom line as we held spending within our original plan for the quarter."

Source : Columbia

## Amer Sports reported net sales in the third quarter

Amer Sports reported net sales in the third quarter at EUR 410.6 million (\$433.2), a 5% decrease. In local currencies, net sales decreased by 6%. Net sales by business segment were as follows: winter and outdoor 64%, ball sports 25%, and fitness 11%. Sales for winter and outdoor decreased by 2%, for ball sports by

7%, and for fitness by 19%. Earnings before taxes were EUR 38.4 million (\$43.8), and earnings per share came to EUR 0.38 (\$0.45). For the nine-month January-September period, Amer Sports net sales were EUR 1,050.6 million (\$1,081.3 million), a decrease of 3%. In local currency terms, net sales decreased by 7%.

Net sales by business segment were as follows: winter and outdoor 51%, ball sports 36%, and fitness 13%. Sales were at last year's level for winter and outdoor and ball sports. Net sales of fitness decreased by 16%.

Source : NSGA

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### Sustaining Members



## Under Armour and IMG form Partnership around measurement system

Under Armour and IMG Worldwide, announced an exclusive partnership highlighted by the development of a unique comprehensive athletic training platform that will establish a global measurement standard for improved sports performance, health and fitness called "Combine360". By utilizing the performance and training expertise of Under Armour and IMG Performance, Combine360 will measure and record sport-specific ability and mental aptitude, nutritional level, ability to communicate and a variety of other performance disciplines allowing athletes of all abilities from across the world to compare their scores. As part of this new venture,

beginning in early 2010, Under Armour and IMG Performance will host over 100 combines at regional sites across the country. Staffed by some of the world's top performance specialists from Under Armour and IMG Performance, the combines will lay the foundation for a consistent platform for athletic analysis. This partnership will also help establish testing metrics, training methodology, certification standards and continuing educational programs to maximize athletic development and performance potential. The focal points of this integrated training platform are at three levels: 90 (Core Physical), 180 (Sports-Specific Physical) and 360 (Advanced

Elements). These tests will include physical conditioning, muscle regeneration, nutrition, sports medicine and anthropometric assessments. To kick off the partnership and showcase the multi-sport applications of this joint initiative, Under Armour and IMG Performance hosted a special grassroots combine for dedicated football, soccer and rugby players (ages 8-18) on October 24th at London's Finsbury Park Stadium in conjunction with the NFL game in London between the New England Patriots and Tampa Bay Buccaneers. Over 250 talented athletes participated in this first-ever program.

*Source : SportsOneSource*

## WTO publishes latest annual compilation of international trade statistics

The 2009 edition of the WTO's International Trade Statistics, a comprehensive overview of world trade up to 2008, was published in electronic format on 28 October 2009 and will be available in print in November. International Trade Statistics 2009 includes the details of merchandise trade by product and trade in commercial services by category. Each chapter is introduced by a highlights section that identifies the most salient trends in the data, including the first quarter of 2009, and illus-

trates them with numerous charts and maps. There is also a methodological chapter (Chapter IV Metadata) that explains essential concepts and definitions used in compiling the statistics, and an appendix with detailed data on trade by region up to 2008.

All data used in the publication, as well as additional charts not included in the book, can be downloaded from the WTO web site at [stat.wto.org](http://stat.wto.org). With these additions, International Trade Statistics 2009

serves as an invaluable reference for researchers, policy makers and anyone interested in international trade.

Printed versions of this publication will be available in English, French and Spanish and can be ordered from the online bookshop. Pdf versions of the entire report will also be posted on the WTO web site.

*Source : WTO*

## Small and Medium-Sized companies participating in China Sport Show will be subsidized

As one of the 33 exhibitions led and supported by the Ministry of Commerce, China Sport Show will receive subsidies. Some small and medium-sized enterprises participating in the Sport Show will have the opportunity to be subsidized. The amount of subvention for each standard booth of this Sport Show will

be no more than RMB 1,000. And the total amount of subsidies will be less than RMB 500,000. Based on the actual situation of this Sport Show, the enterprises which have participated in the Show for 3 consecutive years and conform to concerning qualifications will be subsidized. At present, CSGF is wor-

king on a specific scheme for allocating subsidies. The enterprises which are interested please log onto the following websites: [www.sportshow.com.cn](http://www.sportshow.com.cn) [www.csgf.org.cn](http://www.csgf.org.cn)

*Source : China SportShow Organizing Committee*

### Sustaining Members



## New sustainable and innovative head office for ASICS Europe B.V.

As a result of its steady growth in recent years, ASICS Europe is going to relocate. In the autumn of 2011, ASICS Europe will move into its new European head office in Hoofddorp. This new head office will combine innovation and sustainability, aligning it perfectly with the core values of ASICS. The office will be located in Hoofddorp in Beukenhorst-Zuid, the most sustainable office park in the Netherlands. As with the present situation, ASICS Benelux will also share the new building with the head office.

ASICS continues to innovate: not just in sports, but also in its new working environment. In this vein, the necessary energy for heating and cooling will be generated locally and sustainably by means of bio-

cogeneration and solar panels. The centrally located atrium, designed to let in a lot of natural light, will provide for a bright, inspiring working environment. The new office of ASICS Europe and ASICS Benelux will be among the top sustainable buildings in the Netherlands.

ASICS stands for *Anima Sana In Corpore Sano* (a sound mind in a sound body). This philosophy will be expressed quite literally in the new office. For example, the striking cascade staircase in the middle of the building will invite visitors and employees to take the stairs instead of the lift.

In addition to its strong growth in the European market in recent years, ASICS sees enormous potential for the brand in the years to

come. The growth has led to a rise in the number of employees, which has increased the need for a larger location. The new office, covering approximately 5000 m<sup>2</sup>, will offer enough space to meet this need.

ASICS Europe has signed an agreement with project developer OVG B.V. for the development of the new European head office. The new head office will be situated in a unique location on the Taurusavenue with a view of the Geniedijk, a UNESCO World Heritage Site. This exceptional location is within walking distance of the Hoofddorp train station, and is also easily accessible by car. The new head office will be completed in the autumn of 2011.

Source : *Asics*

## Columbia Sportswear to open Store in Germany

Columbia Sportswear Co. announced it will open a store in Munich, Germany. The 4,800-square-foot store is expected to open in December on Munich's Sendlingerstrasse, one of the city's fastest-growing shopping streets with 50,000 visitors each day. City planners and develop-

pers are working together to turn a portion of the street into a pedestrian-only shopping area within the next three years. Sendlingerstrasse and the surrounding area currently feature stores owned by Columbia's key customers and competitors, as well as other consumer brands such

as Starbucks and Apple. The Munich store will be the company's third branded store in Europe. Its Frankfurt store opened in August followed by the London store last month.

Source : *SportsOneSource*

## Sports market in France : consumers buy more and more online and in factory outlets

NPD Group, leading global provider of consumer and retail market research information, announces that the online sale of sports products and in factory outlets is highly increasing.

In the context of crisis, the sports market (sports footwear and apparel) is also being carefully watched by the French consumers. French consumers are searching for bargains and go more and more on the

Internet and in factory outlets to find them : sports products purchases in these two channels represent today 10% towards 7% in 2008. In a globally down-oriented market, with a turnover decrease of 3.4% (in value from June 2008 to June 2009), the Internet and factory outlets show a growing rate of +32% for a year (Source : NPD Sport Tracking Europe). Bargains represent up to 66% of the Internet and factory ou-

tlets sales against 40% in the other traditional retail channels and 75% of these purchases are mainly dedicated to leisure. Consumers continue to buy products used for a real sports practice in traditional sports shop.

Source : *NPD (translated from French by the WFSGI)*

### Sustaining Members



## Asics and Brooks recognized at Runner's World Conference

Asics Gel-Kayano 15 earned the International Editor's Choice award for best shoe of 2009 from Runner's World magazine. Brooks Ghost 2 received Runner's World's International Best Update, given to a shoe that demonstrates standout improvements and/or revisions. Now in its fifth year, the 2009 International Shoe Summit unites the editors and publishers of Runner's World's 15 global editions for an exclusive look at the 2010 product lines from today's leading running shoe manufacturers. According to a release from Runner's World, representatives from Asics, Adidas, Brooks, Mizuno, New Balance, Nike, Puma, Reebok

and Saucony were among those presenting before 15 international Runner's World editors at this year's International Shoe Summit. A special award ceremony was held on Friday evening at Providence in New York City, concluding the annual three-day conference. Runner's World editors and hundreds of independent wear-testers, both domestically and globally, put all running shoes through rigorous testing. Additionally, mechanical testing at the Runner's World Shoe Lab objectively assesses all shoes reviewed in the magazine. Additionally, Runner's World's December 2009 issue, on sale on Tuesday, No-

vember 3, features its annual Winter Shoe Guide. Four of the 15 shoes highlighted--all of which were put through rigorous testing by Runner's World editors, 350 "wear-testers" and the one-of-a-kind Runner's World Shoe Lab--were cited best in class in the following four categories: Editor's Choice, Best Update, Best Debut and Best Buy. The domestic winners are as follows:

Editor's Choice: Asics GT-2150  
Best Update: Brooks Adrenaline GTS 10  
Best Debut: Brooks Launch.  
Best Buy: Asics Gel-1150

Source : SportsOneSource

## New Balance introduces Snowboarding Shoe

New Balance has partnered with California snowboarding brand 686 on the 686 Times New Balance's collection of snowboard boots, sneakers, jackets and T-shirts. The partnership with 686, a company

owned and operated by snowboard riders, allows New Balance to "add freshness" to one of its classic sneakers and introduce it to a new sport, product manager Jen Lynch told the Boston Herald. The collection's foot-

wear includes two adaptations of New Balance's 580 trail-running sneaker introduced in the mid-1990s.

Source : SportsOneSource

## Crocs Q3 Revenues Inch Up on Direct Segment

Crocs, Inc. reported revenues for the third quarter ended Sept. 30 increased 1.7% to \$177.1 million compared to revenues of \$174.2 million in the year ago period, ahead of the company's guidance for revenues between \$150 and \$160 million. The company's third quarter 2009 revenue included \$11.5 million in planned sales of previously impaired footwear.

The company reported net income of \$22.1 million in the third quarter of 2009 with diluted earnings per share of 25 cents compared to a third quarter 2008 net loss of \$148.0 million, or (\$1.79) per diluted share. Third quarter 2009 net income includes the effects of the following:

- \$9.6 million gross margin impact related to sales of product that had been previously impaired,
- \$1.0 million gain from foreign currency exchange rate fluctuations during the 2009 third quarter, and
- \$14.4 million one-time tax benefit related to a change in the Company's corporate tax structure.

These positive effects on net income were partially offset by the unfavorable impacts of \$3.6 million in impairment and restructuring charges and net charitable donations. On a non-GAAP basis, the Company's third quarter 2009 net income after taxes and excluding certain other one-time items was \$0.6 million, or \$0.01 per diluted share. Year-over-year third quarter chan-

ges in the Company's channel revenue streams were as follows:

- Retail sales increased 39.6% to \$53.9 million;
- Internet sales increased 61.0% to \$16.1 million; and
- Wholesale sales decreased 14.7% to \$107.1 million.

Changes in the company's regional revenue streams during the same periods were as follows:

- Asia increased 7.4% to \$68.0 million;
- Europe increased 1.7% to \$29.9 million; and
- Americas decreased 2.8% to \$79.3 million.

Source : SportsOneSource

### Sustaining Members



## New WFSGI service : save costs on your catalogues printing!

The WFSGI is working on finding solutions for its members to reduce costs. The WFSGI has signed an agreement with onison corporation ([www.onison.com](http://www.onison.com)) to provide a suite of web application services to help the sporting goods industry to slash marketing production cost and to create competitive advantages. Sporting goods manufacturers, importers, and distributors have unique needs to manage print catalogues, marketing collaterals and digital files in a timely and cost effective manner. This partnership will provide the sporting goods industry with a WFSGI branded web suite of appli-

cations that helps to slash costs in the production of catalogues and marketing collaterals and to manage digital files. The catalogue production is based on dynamic template layouts that can be customized for each member. The users can import and merge product images and metadata and produce high-resolution pre-press pdf files ready for the print-shops. This production method is terminating the entire chain of pre-press cost and reduces processing time from months to hours. In its agreement, the WFSGI has made the initial setup for the industry. The WFSGI members enjoy a list

of benefits starting with no initial investments, no monthly minimum fees, and much more. The partnership with onison will deliver huge competitive advantages to you. With the help of onison's applications, you will be able to get their product information into the market much faster. The underlying applications that enable the rapid catalogue production are in use by over 18'000 clients.

If you are a WFSGI member, visit [www.onison.com/wfsgi](http://www.onison.com/wfsgi) and try the application!

Source : WFSGI

**Any question? Contact : Ségolène Rouillon, WFSGI Communication Manager**  
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### Sustaining Members



**SPECIAL****WFSGI HANDBOOK 09 EXTRACT****Serving the Business of Sport**

In recent years, sport has mushroomed into a multi-billion dollar global industry, generating huge revenues from sponsorship, merchandizing deals and the sale of media rights, as well as enormous employment opportunities. Intellectual property is central to many of the commercial opportunities presented by sport. It protects the integrity of the image and the reputation of sportsmen and women, clubs and teams through trademarks, designs and unfair competition law. It provides a legal and commercial framework for distribution and merchandizing. And it enables, through copyright, sportsmen and women and their managing teams and clubs to control the transmission and broadcasting of sporting performances and games.

WIPO is at the service of the intellectual property user community. The Organization offers a range of cost-effective services that help obtain international protection for patents, trademarks and designs. The WIPO Arbitration and Mediation Center offers a range of dispute resolution services that provide an attractive alternative to lengthy and costly litigation. In particular, the Center is recognized as the leading dispute resolution service provider for disputes arising from the abusive registration and use of Internet domain names. Under the Uniform Domains Names Dispute Resolution Policy (UDRP) the Center has handled over 29,000 cases since it was launched at the end of 1999. These include cases involving a large number of sporting personalities, companies and organizations, such as,

[lancearmstrongfoundation.com](http://lancearmstrongfoundation.com), [waynerooney.com](http://waynerooney.com), [thelondonmarathon.com](http://thelondonmarathon.com), [worldcup2010.org](http://worldcup2010.org), [wwwadidas.com](http://wwwadidas.com) and [nike-shoes.com](http://nike-shoes.com). WIPO is committed to further improving both the range and quality of the services it offers, and to tackling head-on the challenges arising from the growing demand for intellectual property services.

WIPO is both a service provider to the global economy, and a development agency which, through its capacity-building services, seeks to promote greater participation on the part of developing countries in the benefits of innovation and the knowledge economy. These initiatives benefit not only those countries themselves, but all foreign companies operating within them, by ensuring better access to intellectual property services and a greater recognition of the importance of respecting intellectual property rights.

As the international agency responsible for intellectual property, WIPO is well placed to facilitate discussions on the future evolution of the international intellectual property system. Our most basic challenge is to ensure that the intellectual property system continues to stimulate innovation and creativity and to contribute to market order. This will require the Organization and its member states to explore new ways to address the challenges arising from the increasing economic value of innovation – for example, the growing backlog of unexamined patent applications worldwide. Similarly, in the field of copyright,

the international community will need to find solutions to threats to the copyright system arising from the convergence of expression in digital technology and the distributional power of the Internet. Perhaps of greatest direct relevance to the sporting goods industry sector, however, is the Organization's role in promoting greater respect for intellectual property rights.

The sports industry is, like many other manufacturing sectors, painfully aware of risks and threats posed by the expanding trade in counterfeit and pirated goods which, according to one estimate, is valued in excess of US\$200 billion per annum. While plurilateral accords to deal with this scourge are under active consideration, the global nature of these illegal activities and the threats they pose to the safety and health of consumers point to the need for a global response

As WIPO opens a new chapter, I am confident that the Organization is well placed to respond to the evolving needs of users of intellectual property, be they producers or consumers. We will make steady progress in shaping practical solutions that consider the needs of all those with a stake in an effective, efficient, and accessible intellectual property system.

## Sustaining Members



**WIPO's Services:**

WIPO provides a range of services for the owners and users of intellectual property (IP). These include international filing and registration services, which enable applicants to seek protection for their patents, trademarks or designs in multiple countries by filing a single application. WIPO also maintains IP classification systems, which facilitate searches in IP databases and registries. WIPO's Arbitration and Mediation Center offers alternative dispute resolution services for private parties involved in international IP disputes. This includes Internet domain name dispute resolution for tackling cybersquatting.

**Patent Filing Services:**

The Patent Cooperation Treaty (PCT) is an efficient and cost-effective option for any company seeking patent protection in multiple countries. The PCT, an international treaty administered by WIPO, simplifies the process of multi-national patent filings by reducing the requirement to file multiple patent applications for multi-national patent rights. Under the system it is possible to seek patent protection for an invention simultaneously in a large number of countries by filing a single "international application" with a single patent office. By using the system, applicants can postpone the major costs associated with internationalizing a patent application. The system further offers applicants the means to make more informed business decisions through its international search and preliminary examination options. Applicants may also benefit from certain cost advantages by using the PCT's secure and user-friendly on-line application facilities. Further information about the full range of services under the PCT is available at: <http://www.wipo.int/pct/en/>

**Trademark Registration Services:**

The Madrid System for the International Registration of Trademarks ("The Madrid System") offers a user-friendly and cost-effective service that enables companies to acquire and maintain trademark protection in export markets. The Madrid System offers a trademark owner the possibility of having a mark protected in a large number of countries by filing one application, in one language (English, French or Spanish), with one set of fees, in one currency (Swiss Francs). Applicants wishing to use the Madrid System must apply for trademark protection in a relevant national or regional trademark office before seeking international protection. An international registration under the Madrid System produces the same effects as an application for registration of the mark in each of the contracting parties designated by the applicant. If protection is not refused by the trademark office of a designated contracting party, the status of the mark is the same as if it had been registered by that office. Thereafter, the international registration can be maintained and renewed through a single procedure. Thus, the system provides a cost-effective and efficient way for trademark holders to secure and maintain protection for their marks in multiple countries. Further information is available at: <http://www.wipo.int/madrid/en/>

**Industrial Design Registration Services:**

The Hague System for the International Registration of Industrial Designs (Hague System) offers the owner of an industrial design the possibility of protecting a design in several countries by simply filing one application with WIPO, in one language, with one set of fees in one currency (Swiss Francs). An international registration under the Hague System produces the same effects as an application for registration of the industrial design mark in

each of the contracting parties designated by the applicant, unless protection is refused by the competent office of that country. The Hague System also greatly simplifies the management of the industrial design right, since it is possible to record subsequent changes or to renew the registration through a simple, single procedural step with WIPO.

**WIPO's Alternative Dispute Resolution (ADR) Services:**

The WIPO Arbitration and Mediation Center offers ADR options for the resolution of international commercial disputes between private parties. Developed by leading experts in cross-border dispute settlement, the arbitration, mediation and expert determination procedures offered by the Center are widely recognized as particularly appropriate for technology, entertainment and other disputes involving intellectual property.

An increasing number of cases are being filed with the Center under the WIPO Arbitration, Expedited Arbitration, Mediation and Expert Determination Rules. The subject matter of these proceedings includes both contractual disputes (e.g. patent and software licenses, trademark coexistence agreements, distribution agreements for pharmaceutical products and research and development agreements) and non-contractual disputes (e.g. patent infringement).

The Center assists parties in the selection of mediators, arbitrators and experts from the Center's database of over 1000 neutrals with experience in dispute resolution and specialized knowledge in intellectual property disputes. Where necessary in individual cases, the Center will use its worldwide contacts to identify additional candidates with the required background.

**Sustaining Members**

The Center offers a case administration facility WIPO Electronic Case Facility (WIPO ECAF) which allows for secure filing, storing and retrieval of case-related submissions in a web-based electronic docket, by parties, neutral(s) and the Center from anywhere in the world. It also facilitates case management by providing, in addition to the online docket, a case overview, time tracking and finance information.

The Center is also recognized as the leading dispute resolution service provider for disputes arising from the abusive registration and use of Internet domain names. In addition, the Center is frequently consulted for other specialized dispute resolution services. Further information is available at: <http://www.wipo.int/amc/en/>

*By Francis Gurry, Director General of the World Intellectual Property Organization (WIPO)*

#### Sustaining Members



## WFSGI JOB MARKET

*This section is displaying job positions offered by WFSGI members.  
You can find these offers also on [www.wfsgi.org / Job Market](http://www.wfsgi.org/JobMarket)*

### Sport & Leisure Divisional General Manager—Associated Retailers Ltd—AUS

**Read the full ad here** ([click to link](#))

### Customer Service Clerk - Conquest Sports - AUS

**Read the full ad here** ([click to link](#))

#### Sustaining Members

