

# Our Initiative for Your Right

What can you do?

## **Before the trade fair**

Registered rights offer you effective protection from product and trademark piracy. Register your products and brands with the appropriate authorities. When doing so, please take into account that protection takes effect only upon registration, not, however, upon application. Therefore, please take early action. Gather all documentation pertaining to your registered intellectual property rights in the appropriate formats – original documents, notarised copies, registration numbers – and keep these on hand during the trade fair.

If you anticipate encountering infringements of third-party rights at our trade fair, we suggest that you try to resolve these in advance. Get in touch with the potential infringer. Advise your solicitor that there might be potential conflicts during the trade fair.



## **During the trade fair**

Do not confront the competitor directly with accusations, so as to avoid an escalation of the situation.

Carefully safeguard all documentation. Gather catalogues and other promotional materials that are distributed by the competitor. Try to find out further details (origin and distribution channels of the product or trademark, respectively). Act swiftly.

As soon as possible, contact Team Messe Frankfurt against Copying, the legal emergency service team, or your solicitor and consult them regarding additional measures.

## **What you also need to know ...**

Video and audio recordings of any kind, of third-party exhibition samples and exhibits are not permitted during the show. You enjoy domiciliary rights in your trade fair booth and also have the right to prohibit visitors from taking photographs of your booth and of the exhibits. Upon request, we will send you adhesive labels to this effect, which you can display on your booth.

## **... and always remember**

Only when you know your rights and options for acting will you effectively protect your products and trademarks.



### Play it safe

Check out our [website](#) for the following information:

- detailed information about our free service Messe Frankfurt against Copying
- legal information
- related links

### Legal emergency service

Messe Frankfurt has established a legal emergency service providing initial consultation on site.

Trade fair hotline:

Phone +49 69 75 75-12 12

### We are there for you

As the first trade fair company worldwide, Messe Frankfurt launched a service initiative at its events to protect against product and trademark piracy. Since 2006, we have been assisting exhibitors as a competent partner in protecting your rights.

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[Go to the website of MFaC](#)