



FERIA VALENCIA



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ARBITRATION FOR INDUSTRIAL
PROPERTY IN FERIA VALENCIA



Cámara
Valencia



FERIA VALENCIA



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ARBITRATION AS AN EFFECTIVE DEFENCE OF INDUSTRIAL PROPERTY RIGHTS AT FERIA VALENCIA

FERIA VALENCIA's concern that the industrial property rights of its exhibitors be respected and its commitment to the battle against product and brand piracy are a part of our corporate culture, with all areas of the organisation involved.

However, given the short duration of the trade fairs, the scope for response to infringements is limited and there is scant time for legal intervention, which causes frustration amongst exhibitors.

As a result of our concern, FERIA VALENCIA has been adopting a number of measures designed to keep such reprehensible practices out of its premises.

As well as the legal advice that the company provides to exhibitors and the information circulars that are sent out ahead of the fairs recommending that exhibitors take certain precautions, FERIA VALENCIA has signed a COLLABORATION AGREEMENT with the ILUSTRE COLEGIO DE NOTARIOS DE VALENCIA (Valencia Association of Notaries). This provides for a SPECIAL ON CALL SERVICE to deal with requests for intervention from exhibitors at FERIA VALENCIA and offers considerable practical benefits.

It was felt however that this was not enough and this year the venue wanted to complete the circle of initiatives designed to deter industrial piracy. FERIA VALENCIA has thus recently signed an Agreement with the VALENCIA CHAMBER OF COMMERCE to submit all disputes that may arise between exhibitors at our events to the CHAMBER'S COURT OF ARBITRATION. This means that arbitrators appointed by the Court will be able, in situ and within a very short period of time, to rule on the adoption of the temporary orders being requested.

The Court of Arbitration's authority derives from exhibitors' prior acceptance of its jurisdiction, which is implicit in their signing the contract to exhibit at FERIA VALENCIA.

Lastly, in order to avoid the intervention of the Court of Arbitration becoming ineffective due to the short duration of the fairs, we would make two important recommendations to exhibitors:

The first is to try to be a step ahead of the offender so that, if before the fair begins you are already aware that or suspect that another company is going to attempt to infringe your rights you report this to FERIA VALENCIA's Legal Department so that the arbitration process can be set in motion as soon as possible.

The second recommendation is that you be represented by a Lawyer so that your interests can be defended effectively.

COURT OF ARBITRATION AND MEDIATION Feria Valencia Legal Services

