

## **Robert Katz and Anna King Speak at FICPI Open Forum in Madrid**

Banner Witcoff's Robert Katz and Anna King will speak at the International Federation of Intellectual Property Attorneys (FICPI) Open Forum on September 26 and 27 in Madrid.

Robert will moderate the panel "Unveiling the benefits and pitfalls of the Madrid & Hague systems" on Thursday, September 26. The panel will explore the world of international trademarks and designs and examine the intricacies of the Hague and Madrid systems. You can find more information on Robert's panel by [clicking here](#).

Anna will speak on the impact of the non-traditional trademark, the sound mark, on Thursday, September 26. The panel, "Soundmarks," will investigate the effect from both the legal and industry perspective, and aim to answer the following:

- How can the power of sound build emotional connections to brands?
- How do consumers perceive them as marks, if they do?
- How can sound marks be registered in different jurisdictions and which criteria are used for their registrability?
- What are the specific challenges to registering sound marks in different countries?

You can read more about Anna's panel by [clicking here](#).

According to its website, FICPI's 22nd Open Forum is an opportunity to strengthen existing relationships and create new ones, driven by FICPI's focus on bringing independent IP attorneys from around the globe together to connect, share knowledge, and grow. You can read more about the event by [clicking here](#).