



LESI Committees:

End of Year Report for the 2024 International Management and Delegates Meeting (IMDM) – 28 April 2024

Submitted: 22 March 2024

Committee Name	Trademarks Designs and Merchandizing (TDM)
Chairs and Vice Chairs	Barbara Berdou (South Africa) Co-Chair Jochen Schaefer (Germany) Co-Chair Javier Fernández-Lasquetty Quintana (Spain-Portugal) Vice Chair Georgina Busku (Hungary) Vice Chair
LESI Board Liaison	Tatiana Campello (Brazil)

Action Plan

Committee Highlights from the Year

MISSION: The mission of the Trademarks, Designs, and Merchandising Committee is to provide LES members with a focal point for the study, reflection and discussion of issues relevant to trademarks, characters, designs and merchandising, as well as a platform for participating in and promoting LESI's activities, and in particular its educational activities, relating to trademarks, characters, designs and merchandising and the licensing thereof.

THEME OF THE YEAR: BRANDS IN SPORT

REPORT ON ACTION ITEMS:

- We have been having two monthly calls with the full committee. One to accommodate members in the West and the other to accommodate members in the East.
- Our Programme Proposal for LESI2024 was accepted and is going ahead
- Webinar with the Americas committee – BRAND USE RESTRICTIONS ON THE ROAD TO PARIS held in March 2024. To modify and host another on the topic for the members in Australasia in June 2024
- More webinars planned for the coming term
- An article is currently being written about BRAND USE RESTRICTIONS ON THE ROAD TO PARIS
- Building Bridges with INTA's Commercialization of Brands Committee
- The Committee will meet during the LESI AM in Madrid
- Discussions around renaming the committee underway. Members are of the view that the proposed name BUSINESS OF BRANDS will limit the focus of the committee (and may well already be registered by a third party as a trade mark)