

PRESS RELEASE

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Subject **New Edition of the Commentary on Trademark Law**

**CMS Reich-Rohrwig Hainz
Rechtsanwälte GmbH**
Gauermannngasse 2
1010 Vienna
Austria

cms.law

T +43 1 40443-4000
F +43 1 40443-94000
E presse@cms-rrh.com

CMS Partner Egon Engin-Deniz to Publish a New Edition of His Commentary on Trademark Law

Egon Engin-Deniz's extensive commentary on trademark law provides 2,464 pages of state-of-the-art knowledge in this area. Once again the trademark law expert has tackled a complete account of all clauses relevant in everyday law practice. Egon Engin-Deniz scrutinised the Austrian, European and international trademark law already in 2005 and 2010. Now the renowned publishing house *Verlag Österreich* will issue a third, thoroughly revised and up-to-date edition of his manual on trademark law.

Topics of great import – both in Austria and internationally – currently include the amended application and opposition proceedings and the reorganisation of the stages of appeal in Austria as well as questions related to new generic top-level domains.

New economic and technological developments in the last years and numerous legal changes have made trademark law one of the most dynamic areas of the law. The revised commentary by Egon Engin-Deniz gives an exhaustive account of the many amendments, including, most importantly, the 2014 patent and trademark act amendment, the EU Amending Regulation 2015/2424 and the new EU trade mark directive.

Austrian, European and international trademark law

It is more or less self-evident that in times of globalisation, a commentary focusing solely on Austrian trademark law could not sufficiently cover all relevant topics. "Most trademark owners don't settle for registering and protecting their trademark in just one country", Egon Engin-Deniz specifies. Also, EU law has to be taken into account. Almost all trademark owners operate internationally and online. The amendments to the trade mark directive and the EU trade mark regulation particularly aimed at modernising the European trademark system. All of these new developments were reason enough for Egon Engin-Deniz to thoroughly depict the legal practice in Austria and at the European appellate courts as well as the international trademark law in his commentary on trademark law.

New gTLDs: a brand new type of domain

The commentary also includes thoughts on so-called "new generic top-level domains", introduced in 2013, as many registered trademarks are also registered as domains. The book illustrates the nexus between trademark, domain and unfair competition law.

Egon Engin-Deniz is a partner at CMS Vienna and has been working for the law firm since 1991. He heads the intellectual property, copyright and media law department at CMS in Vienna. For several years he oversaw the global, 150-person CMS IP Group. He specialises in contentious and non-contentious trademark, patent and domain law as well as in copyright, sales and unfair competition law. His areas of expertise also include the prosecution of product piracy and inquiries into parallel imports. Egon Engin-Deniz has recently been elected into the council of MARQUES, the European Brand Owners Association. He is a member of the MARQUES Anti-Counterfeiting and Parallel Trade Team, the International Trademark Association (INTA), and the European Communities Trade Mark Association (ECTA).

A picture of Egon Engin-Deniz is available for free download [here](#).

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Contact:

Kristijana Lastro

Head of Marketing & Communications

T +43 1 40443 4000

E kristijana.lastro@cms-rrh.com

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