



## ROGUE WAVES & CROSSWINDS: TRADE MARKS IN MOTION



**MLADEN VUKMIR**, ECTA Council member and Member of the Local Organising Committee, Vukmir & Associates, HR

Mladen is practicing intellectual property law in Zagreb, Croatia, where he founded VUKMIR & ASSOCIATES law firm in 1991. Mladen obtained his law degree from the University of Zagreb and his Masters degree in IP from Franklin Pierce Law. Among other stints, he worked for the California-based law firm Fenwick & West, Italian law firm Pavia e Ansaldo and for the United Nations Industrial Development Organization prior to founding VUKMIR & ASSOCIATES. He was retained as an expert advisor by the Croatian IP Office during its founding before he was appointed a patent and trademark agent before the CSIPO. He served as a Member of the Patent and Topographies board of Appeals and the Chair of the Supervisory Board of the Croatian Patent and Trademark Bar.

Mladen specializes in intellectual property and information and telecommunications law, licensing, commercial law, litigation and ADR. Mladen served as a consultant to various domestic and international organisations such as the Ministry of Science and Technology of the Croatian Government, the World Bank, the European Commission CARDS program, and WIPO and served at the International Chamber of Commerce (ICC) Standing Committee for Expertise. Recently he focuses primarily on strategic advising of the expanding central European businesses and he is an active mentor on the local start-up scene. His consulting work revolves around the topics of immaterial asset management, IP rights portfolio building and management and complex branding and advertising issues.

His work in ADR involves various aspects, where he serves as an arbitrator and a mediator at the Permanent Arbitration Court of the Croatian Chamber of Commerce, a Distinguished Neutral at the International Institute for Conflict Prevention and Resolution (CPR), as a neutral on the INTA Panel of Neutrals and as a panellist at the WIPO Domain Name Administrative Panel (UDRP). Mladen is an International Mediation Institute (IMI) accredited mediator, Croatian Mediation Association (HUM) trainer and ECTA Council member and serves as President of the AIPPI - Croatian Group.



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