



This year's MARQUES Annual Conference will focus on celebrating marks. The Conference sessions will address in particular how sustainability and new technologies will shape the future of brands. Topics discussed will include Artificial Intelligence (AI) and Blockchain; digital dispute resolution; how to integrate and prioritise sustainability; responding to external disruption; virtual/augmented reality and deep fakes; branding innovative products; and enforcement in the metaverse. There will also be panels on CJEU and General Court case law, judicial approaches to parasitic competition and international design protection strategies.

Ogier Partner [Sophie Peat](#) will be attending.

If you would like to connect with Sophie in Madrid or, would like to learn more about [Ogier's IP services](#), please reach out via her contact details provided on the right.