



## Webinar

**Kyriakos Drivas (University of Piraeus, Greece)**

***“Trademark Opposition and Proximity”***

**Tuesday 16 October 2018**

**13:00 Athens time**

The TECHNIS research group in association with the BENETeC Laboratory at UCRC (University of Crete Research Center for the Humanities, the Social and Education Sciences) are pleased to invite you to a free webinar on Tuesday 16 October 2018 at 11:00 GMT (i.e., 12:00 Amsterdam time, 13:00 Athens time).

The speaker is Kyriakos Drivas (University of Piraeus, Greece). The title of the talk is *“Trademark Opposition and Proximity”*.

The moderator will be **Dr. Andreas Panagopoulos**, Assistant Professor at the Department of Economics, University of Crete.

This webinar is free and open to all. To participate and for further information, please contact **Dr. Andreas Panagopoulos** *at least a day prior to the seminar*. The program used to deliver webinars is called VSee and you can easily download it for free. A very short demo of VSee can be found at <https://www.youtube.com/watch?v=nDb7-Mrz0L4>.

**Abstract:** This paper examines whether geographic and structural proximity plays a role in the rate of trademark opposition. I draw the population of oppositions from both the EUIPO and USPTO which include approximately two hundred and one hundred and fifty thousand trademark applications that have been opposed respectively. Preliminary findings show that for the case of EUIPO (USPTO) home bias plays a significant role; i.e. a large share of oppositions come from opposes in the same country (state). Structural proximity also plays a significant role. Geographic and demographic distance also plays a role. The only study in trademark opposition is by von Graevenitz (2009), who uses data from EUIPO and provides significant insights on firms' behavior. This is the first study that examines the role of proximity in trademark opposition and also uses data from USPTO. Findings point to significant spillovers that have potentially preceded trademark opposition. They are also relevant to the litigation literature where information failures have been identified as one of the main culprits of such behavior.