



IDI CONFERENCE 2025

Torino, 6 - 7 June 2025

**THE USE AND PROTECTION OF TRADEMARKS IN DISTRIBUTION AND FRANCHISE NETWORKS
THE USE OF ARTIFICIAL INTELLIGENCE (AI)
NEW PLAYERS IN ONLINE DISTRIBUTION
THE RECALL OF PRODUCTS**

**Expanding in a country without protecting the trademark in
distribution contracts**

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Expanding in a country without protecting the trademark in distribution contracts

1. In the absence of contractual clauses, what can the supplier do to prevent or oppose the distributor's registration?
2. Who owns the goodwill of an unregistered mark commercially developed by the distributor? what are the implications?
3. How can the agreement address use of unregistered trademarks by the distributor in a specific territory?