

More than 500 participants celebrate the value of Trademarks and innovation at Marcathlon IV

Last Saturday, October 7th, more than 500 participants, adults and children, took part in the fourth edition of Marcathlon, an awareness event that seeks to make citizens conscious of the values behind trademarks and highlights the need to protect them against infringements.

Madrid City Council, the Spanish Patent and Trademark Office (OEPM) and the Association for Defence of Trademarks (ANDEMA) organized, once again, this initiative that brings together sports for adults and leisure for the youngest. Marcathlon consists of a race of 5.2 km for adults and a gymkhana for children. This initiative aims at raising awareness on the positive contribution of trademarks for the economy and for society, trying to convince citizens about the importance of respecting creativity and innovation, as well as the need to file industrial property rights, as a way to protect those intangible assets through the obtain of rights over them.

During the event, the OEPM's General Director, Patricia García-Escudero stated that the Marcathlon "has become a national reference that receives adults and children around the world of industrial property: trademarks, patents and designs". ANDEMA's General Director, José Antonio Moreno, highlighted that the Marcathlon "is a very good opportunity to raise awareness among consumers on the importance and value of trademarks and the need to protect them against infringement".