

# DISTINCTIVE BY DESIGN: FILING AND PROTECTING NON-TRADITIONAL MARKS (NTMS)

9 DEC 2025 (TUE) > 4 PM – 5:30 PM (MALAYSIA) > ZOOM PLATFORM

**CLOSING DATE FOR REGISTRATION:  
MONDAY, 8 DECEMBER 2025, 12:00 NOON (MALAYSIA TIME)**

Non-traditional trademarks are increasingly important in modern branding, covering shapes, colours, sounds, motion, multimedia, holograms, and even smells. This webinar will explore the challenges and opportunities of registering NTMs, the legal and practical hurdles involved, and strategies for overcoming objections and proving distinctiveness across different jurisdictions.

#### Key Topics:

- What are non-traditional trademarks?
- Legal framework and representation requirements
- Filing procedures and accepted formats for NTMs
- Practical tips for overcoming objections and proving distinctiveness
- Strategic considerations for portfolio management
- Q&A session

#### Speaker Bio:

Clare Cornell is a partner in Finnegan Europe LLP's London office. She leads Finnegan's European trademark group and has 25 years' experience in the IP industry. Her practice focuses on all aspects of trademark portfolio management. Clare also specialises in trademark enforcement and seeking settlement of complex cross-jurisdictional IP disputes.



*Speaker*

**Ms. Clare Cornell**  
Partner, Finnegan UK



*Moderator*

**Ms Yvonne Ong**  
President, MIPA



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## *Registration Fees*

Membership Category	Registration Fees
MIPA Individual Member (Ordinary / Associate / Young Practitioner)	RM100
MIPA Corporate Member (Max. 4 employees)	RM100 for each participant
MIPA Student Member	RM70
Non MIPA Member	RM150



**REGISTER NOW**

Note : Registration fee for Corporate Members is applicable for each nominated personnel/employee. If you have more than four personnel, please submit a separate form and we will keep them on a wait-list.

### **Important Notice**

Payment is required with registration and must be received **by 12 noon on 8 Dec 25.**

### **Substitutes**

If you are unable to attend, we can consider a substitute. However, the substitute has to be of the same category or has to pay the difference.

### **Cancellations**

There will be no refund for cancellation.