



**FREYGNER ADVOCATUR**  
intellectual property

*FACT SHEET I*

*INTELLECTUAL PROPERTY IN THE PRINCIPALITY OF LIECHTENSTEIN*

## GENERAL INFORMATION

- The Principality of Liechtenstein is NOT a member of the European Union (EU) but a member of the European Economic Area (EEA)
- The Principality of Liechtenstein builds a Tax Union with Switzerland
- Products that are distributed in Switzerland are also mostly distributed in the Principality of Liechtenstein but Trademark registrations in Switzerland do NOT cover the Principality of Liechtenstein
- Trademark Registrations in the European Union or other international Registrations do NOT cover the Principality of Liechtenstein or Switzerland.
- Trademarks need to be registered separately in each country, the Principality of Liechtenstein and Switzerland, otherwise competitors may be free to register similar, distinctive or even the same trademarks in these countries (registrations in bad faith)

## PRINCIPALITY

## OF LIECHTENSTEIN

YOUR WEALTH SECURELY HARBOURED



- Liechtenstein is a member of EEA / without membership of the EU
- Sovereignty of both Liechtenstein and Swiss customs unions
- Liberal and compliant asset legislation
- Superordinate status of discretion, anonymity and asset protection
- Constant and long tradition of political stability (monarchy)
- 90 min. from Zurich airport

**“THE HEART OF THE COMPANY  
IS ITS BRAND”**

# *BENEFITS OF A TRADEMARK REGISTRATION IN THE PRINCIPALITY OF LIECHTENSTEIN AS AN ASSET PROTECTION LOCATION*

- There is NO Opposition Proceeding in the Principality of Liechtenstein
- Trademarks registered in the Principality of Liechtenstein can be used as a base trademark for international registrations
- Any appeal against a trademark which is registered in the Principality of Liechtenstein goes through the district courts
- 44e (Foreign Registration) - At any time after a foreign trademark has registered, it can be used as the basis of a US filing (44e). Just like a 44d, you can only claim priority in a US application for those classes filed in the foreign registration



*“THE BRAND IS ONE OF THE VERY FEW  
LEGAL MONOPOLIES”*

## BE AWARE

- The Registry does not examine relative grounds during the registration process
- It is quite challenging to appeal against a trademark that is registered in the Principality of Liechtenstein since proceedings are led before district courts. Principality of Liechtenstein has four stages of appeal

## RECOMMENDATIONS

- We recommend national filing in each country, the Principality of Liechtenstein and in Switzerland and in addition to apply for a Community Trademark (CTM) which covers all the countries that are part of the European Union
- We are your convenient one-stop boutique that offers all the above services from one single source: Our law firm provides national filing in Switzerland and the Principality of Liechtenstein and CTM filing from Austria
- The same applies to Designs and Patents - we are determined to cover and provide the highest quality of services to protect your Intellectual Property

# LAW, TAX, TRUST ALL FROM ONE PLACE FOR THREE COUNTRIES

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*“A BRAND THAT IS TRUE TO ITS HERITAGE  
KNOWS WHICH DIRECTION TO CHOOSE,  
AND FOLLOWS ITS OWN PATH.  
WE PROVIDE EXCEPTIONALLY COMPETENT  
SUPPORT DURING THIS JOURNEY.”*



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