

# Brand New World:

*Distinguishing Oneself in the Global Flow*

## October 4 - 5, 2012

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Modern trademark law claims to protect consumers against fraud and confusion but fails to grasp the role of brands in creating and maintaining personality, distinction, and relations in a global economy. Exploring brand-making across geographical and historical periods—from the Greeks to Facebook and Google—the symposium analyzes the actual role of brands and marks to rethink trademark law and its future role.

Keynote Address by:  
**SUPERFLEX**

Speakers:  
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