

International Congress “Brands and Designations of Origin: history and identity”

13th - 14th May 2021 | FLUP

The International Congress “**Brands and Designations of Origin: history and identity**” aims to reflect on the conceptual and legal evolution of brands and denominations of origin, in a diachronic perspective and transversal to several sectors of the economy, from wine to canning industry, jewelery or textiles, among others.

Considering the brand and the designation of origin as means of production of value and of transaction values, it is intended to understand the construction of identities through the socio-economic structuring of the image of regional and commercial brands in a social, economic, business and advertising perspective.

The Congress welcomes paper proposals related to the following topics:

- *The marks before the trademarks*– the concept of 'trademark' before its regulation: the primordial signs.
- *Regional trademarks/designations of origin* – the trademark as a way of identifying and defending a product from a particular locality or region: conflicts and/or sectoral and interregional movements.
- *Inventions and patents* – the birth of the legal Framework of intellectual property and official registration modalities.
- *Trademarks* – the brand as a form of identification of companies or products: starting as humble sign to becoming a factor of commercial and business dynamism.
- *Marketing and publicity* – forms of brand communication: discourse, semiotics and influence on social and consumer behaviors.

Official languages: Portuguese, English, Spanish and French

Important deadlines:

- The paper proposals (indicating the respective topic) must be accompanied by a maximum of 1000 characters (including spaces), four key words and a biographical note (500 characters, including spaces), and sent to the Organizing Committee until the 30th October 2020, by email to marca_do@sapo.pt
- The selection of papers, after being evaluated by the Scientific Committee, will be announced by the 30th January 2021.
- The definitive inscriptions and full texts (up to 20,000 characters, including spaces) must be submitted by the 28th February 2021.

The publication of the texts selected by scientific arbitration is expected in the second half of 2021.

Registration fees*

- CITCEM members and speakers: mandatory registration (no fees)
- Other participants without communication: Between the 4th January and the 31st January 2021 – 30€; Between the 1st February and the 28th February 2021- 60€
- Students: Between the 4th January and 31st January 2021– 10€; Between the 1st February and the 28th February: 20€

* Registration includes documentation and coffee-break.

Scientific Committee:

Amélia Polónia

Alberto Ribeiro de Almeida

António Machuco Rosa

Carlos Melo Brito

Dulce Freire

Gaspar Martins Pereira

Helena Lobo

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