

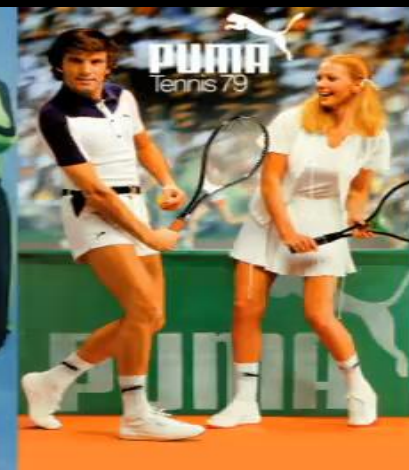
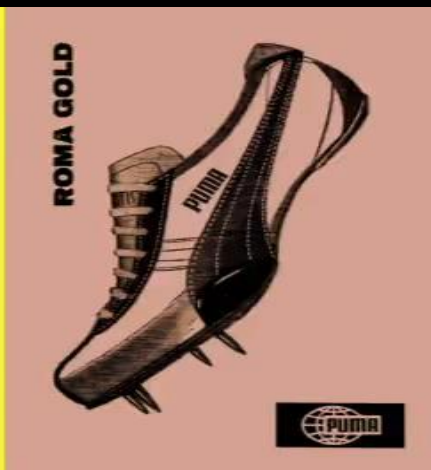
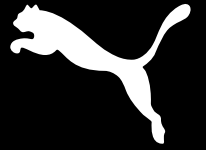
EUIPO IP CLC 29-30 APRIL 2024

CHALLENGES OF
REVAMPING
TRADEMARKS: AN IN-
HOUSE COUNSEL
PERSPECTIVE

APRIL 17, 2024



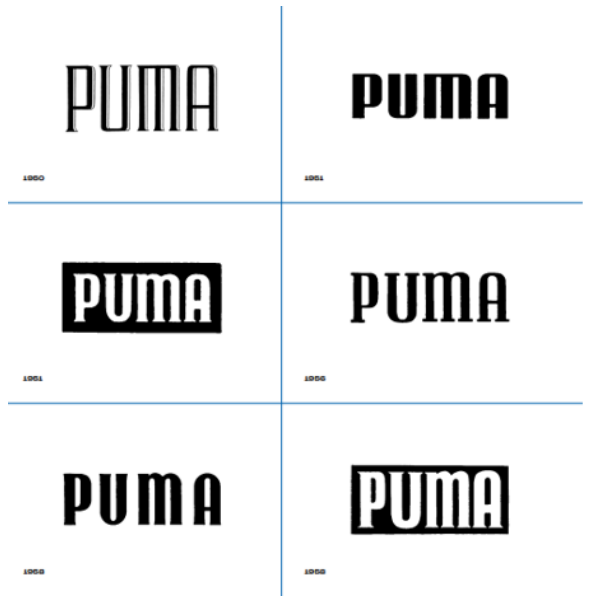
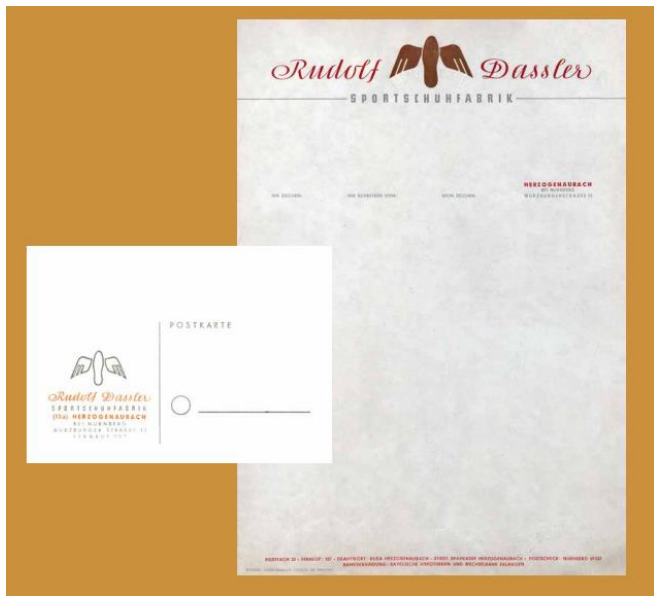
PUMA (TRADEMARK) HISTORY



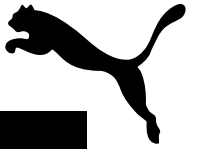
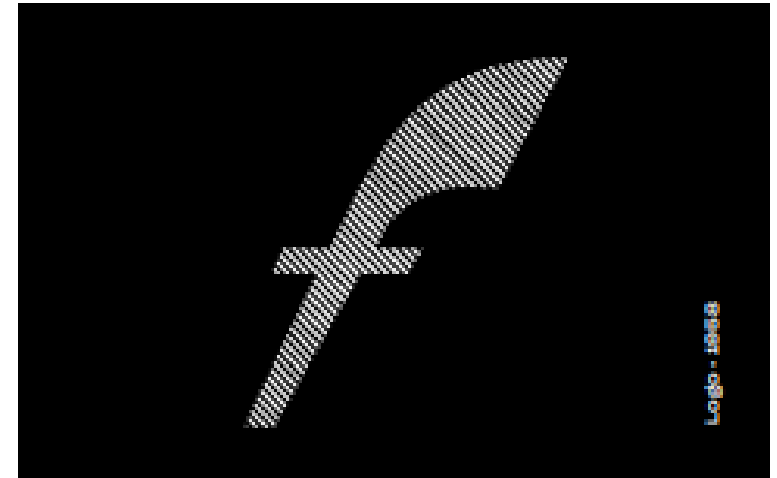
OUR "FOREVER.FASTER." JOURNEY

THE CHALLENGING LAUNCH OF PUMA: A POST-WAR SCENARIO

PUMA



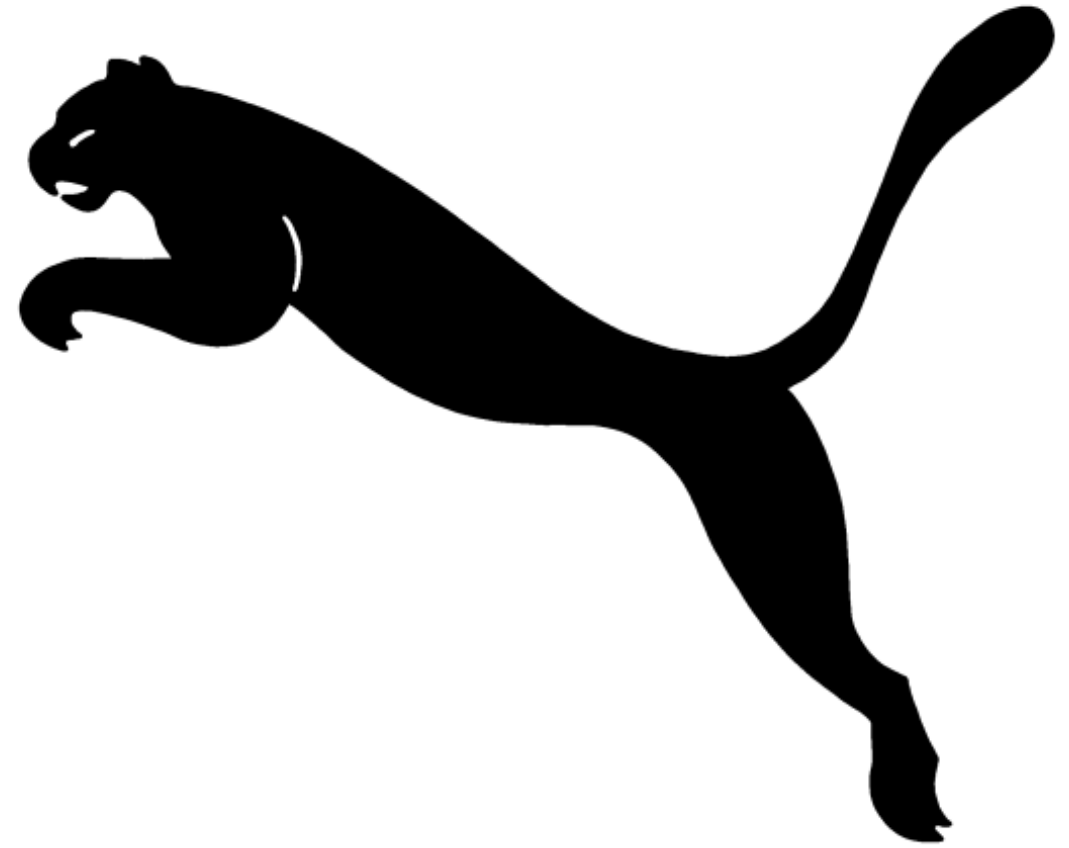
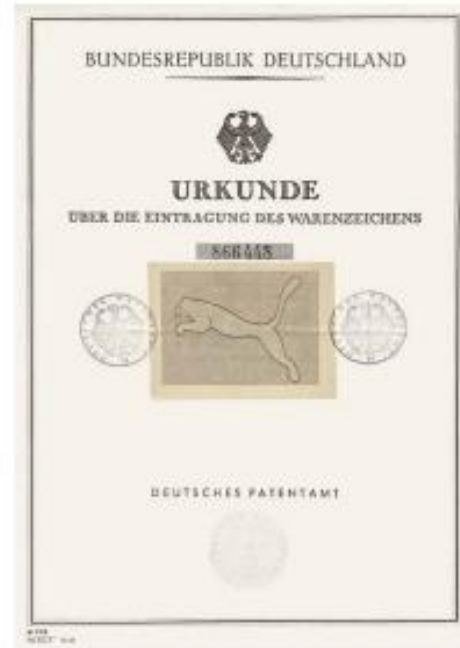
THE
FORMSTRIP:
AESTHETIC
MEETS
TECHNOLOGY



EVOLUTION OF THE JUMPING CAT: FROM A PANTHER TO A PUMA

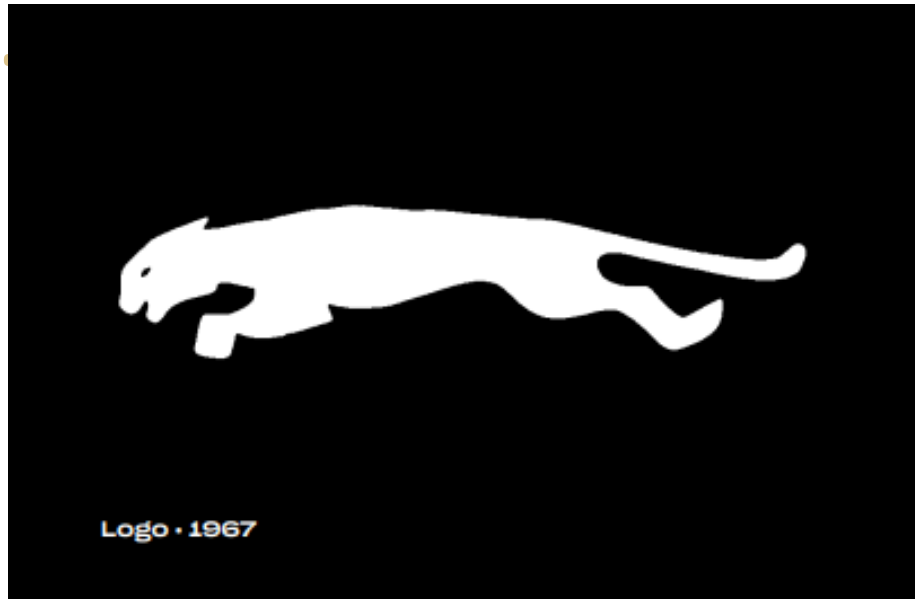


Drawing by Lutz Backes of the PUMA logo, around 1907, and the certificate of the first trademark registration from 1908.

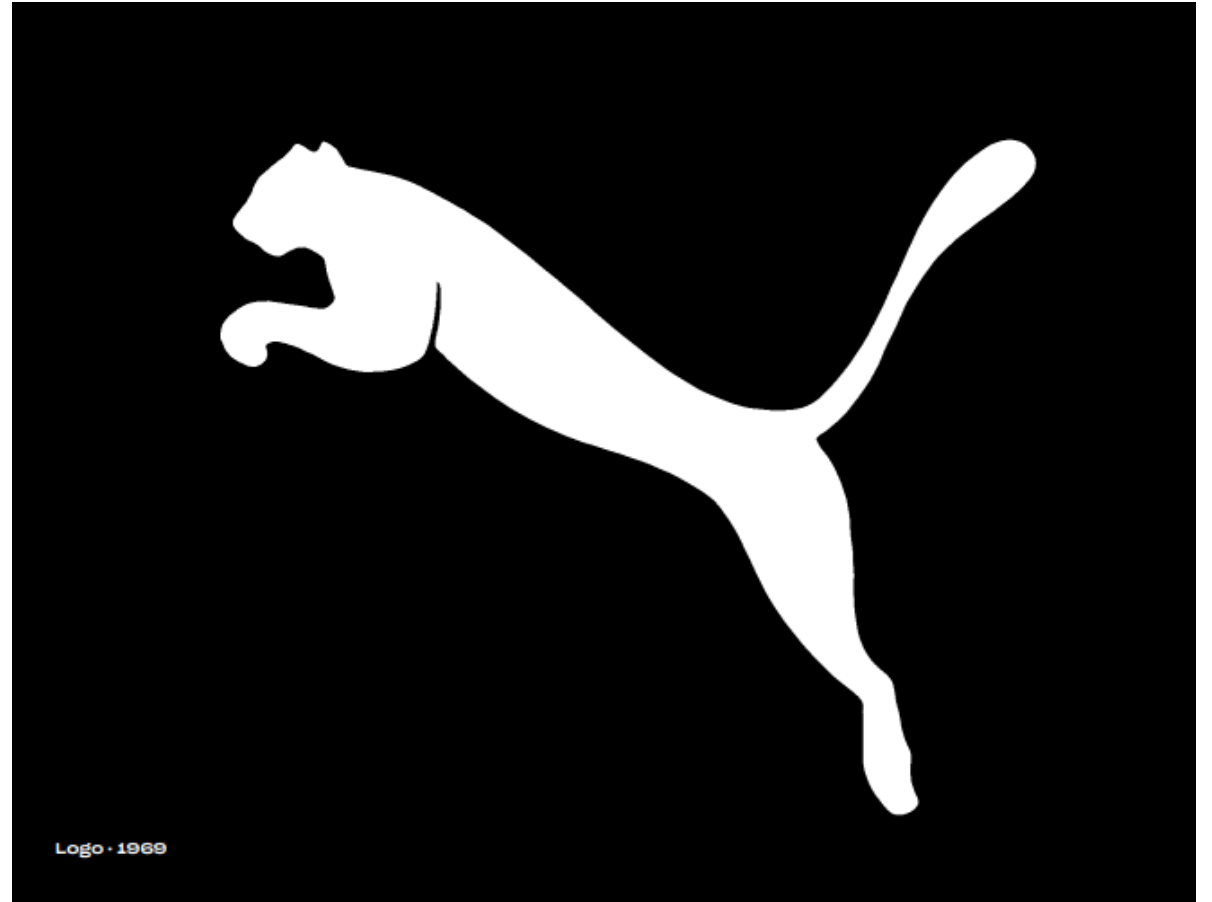




Logo • 1966

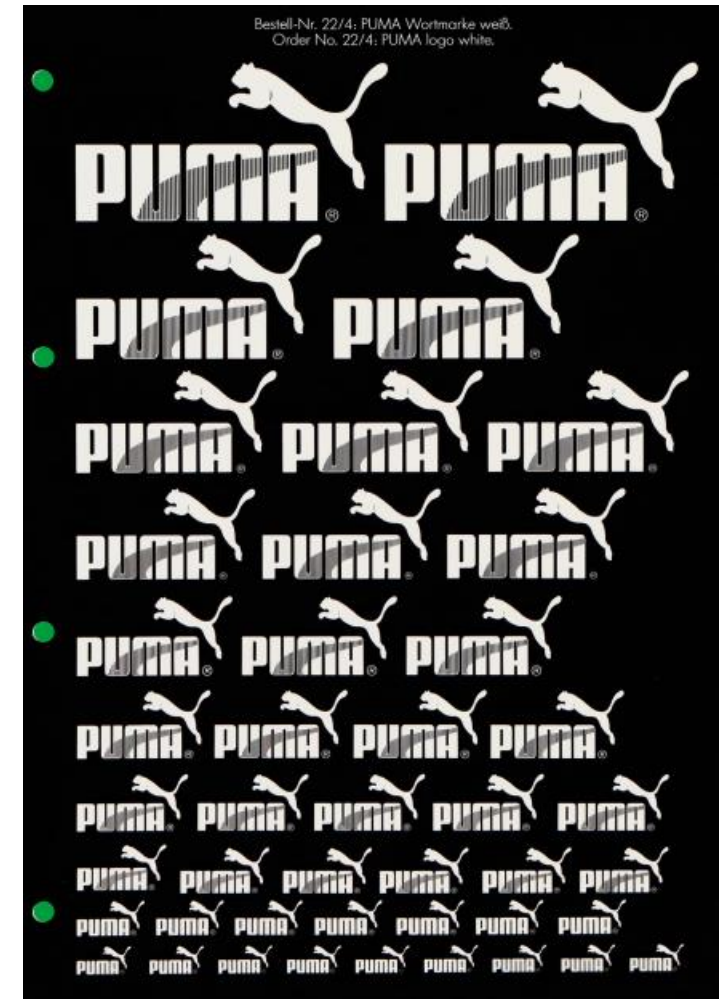


Logo • 1967



Logo • 1969

EARLY '80S: TOWARDS A CONSISTENT VISUAL IDENTITY



KING: THE
"LEGENDARY"
TRADEMARK



CHIEDI A MARADONA DI INSEGNARTI IL PASSO ARGENTINO.





Quando si parla di calcio, il fuoriclasse argentino ha molto da insegnare. E la Puma ha tratto dalla collaborazione con Maradona i giudizi tecnici più qualificati per migliorare continuamente le sue scarpe da calcio. Ecco l'ultimo modello di prestigio: Maradona 10, che va ad aggiungersi a un campionario già ricco. Realizzata in pelle fiore finissima, la Maradona 10 è rifinita con eccezionale cura ed è dotata di un'allacciatura particolare, "varibox", per adattare meglio la scarpa alle diverse caratteristiche anatomiche del collo del piede. La suola è munita di tacchetti a tre livelli di consistenza, per essere sensibile persino su superfici dure ed asciutte. Tutti in campo, allora, e che i vostri prossimi goal abbiano l'impronta del campione.

QUALITÀ PUMA PER DOMINARE LO SPORT


KING: THE
"LEGENDARY"
TRADEMARK

**KING
STÜRZT
KAISER.**

Lothar Matthäus, vom Puma World Team, ist der neue King im Fußball-Reich. Ohne Furcht: Der Sturz des Kaisers. Ohne Tadel: Sein 104. Länderspiel. Königlich, seine Schuhe: Puma King. **TURN IT ON.**

Puma King ist nur der Puma Fußball-Legende.




DIFFICULT TRADEMARK LANDSCAPES: THE CASE OF SPAIN



Logo - 1980s - ES

Sticker - 1980s - ES



Logo - 1985 - ES



Sticker - 1980s - ES

Marcas registradas PUMA



DELEGACIONES:

CATALUÑA Y ANDORRA:
DISTRIBUCIONES DEFESA
Balmes, 310-312 • Teléf. 209.65.55
BARCELONA

BALEARES, ALBACETE, MURCIA, CEUTA, MELILLA, LEVANTE Y ANDALUCIA:
BOLAO DISTRIBUCIONES, S. A.
Avd. San Fernando, 33 • Teléf. 26.26.54
PALMA DE MALLORCA
Suc. Nicolás Factor, 14 • Teléf. 378.25.00
VALENCIA

SANTANDER, BURGOS, LOGROÑO, LEÓN, ZAMORA, VALLADOLID, PALENCIA Y ASTURIAS:
ESPO DISTRIBUCIONES, S. A.
C/ Tres de Noviembre, 1 • Teléf. 37.96.66
SANTANDER

CANARIAS:
SPORT CANARIAS, S. A.
C/ Lepanto, 46 • Teléf. 27.80.02
LAS PALMAS DE GRAN CANARIA

VASCONGADAS, NAVARRA Y ARAGON:
CODENA
Arrieta, 16 - Ofic. 101 • Teléfs. 24.50.02 - 24.28.95
PAMPLONA

TOLEDO, CUENCA, GUADALAJARA, SORIA, SEGOVIA, AVILA, SALAMANCA, CACERES, BADAJOZ, CIUDAD REAL Y MADRID:
BALLESTER DISTRIBUCIONES
C/ Miranda de Arga, 3-Posterior • Teléf. 764.49.96
MADRID-33

GALICIA:
LUIS SUAREZ DISTRIBUCIONES, S. A.
C/ División Azul, 5 • Teléf. 27.42.13
LA CORUÑA

CENTRAL DISTRIBUIDORA DE BOLSOS:

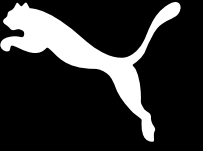


Avda. Monforte de Lemos, 127 • Tels. 201.49.34 - 201.41.24
MADRID-29

CENTRAL DISTRIBUIDORA DE CALZADO:



Joaquín Cartagena Baile, 81 • Apartado 696
Teléf. 44.71.12 • Telex 66541 BEVI E
ELCHE (Alicante)



PUMA COLLABS



NICE Rihanna Reappears in PUMA Sneakers

People Rihanna Arrived at the 2023 Oscars in Streetwear Style

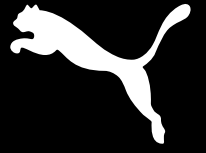
VOGUE Rihanna remet au goût du jour ces sneakers signées Puma

She's back.

FENTY



FOREVER. FASTER.



PUMA X VOGUE

Forever iconic



PUMA X LIBERTY

From head to toe in flowers

DISCOVER SELECT



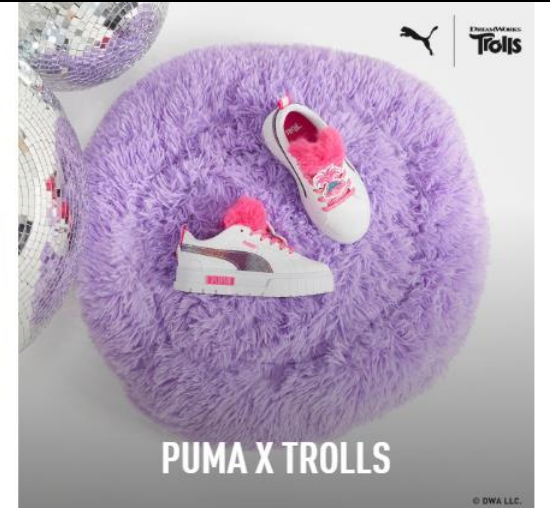
Autumn Winter 2022

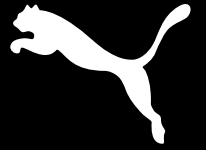
AMI x PUMA

In collaboration with Puma, AMI presents a second exclusive capsule collection.



FOREVER.FASTER.

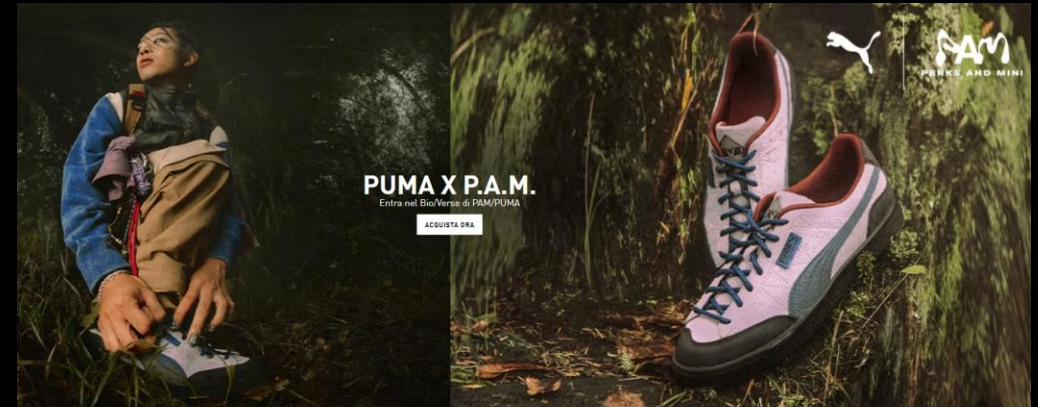




PUMA x RHUIGI



YONA SUNPÖ



PUMA X P.A.M.

Entra nel Bio/Versel di PAM/PUMA

ACQUISTA ORA

PAM
PURE AND MINI



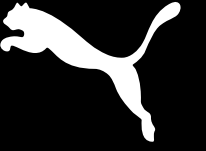
SPIREX

Vivi più veloce che puoi

ACQUISTA ORA



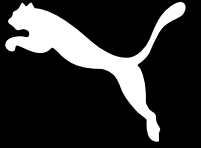
FOREVER.FASTER.



—

FOREVER.FASTER.

THANK YOU!



desiree.russo@puma.com

Special thanks to Helmut Fisher, Ulrich Planer and the whole PUMA Archive Team for their great contribution in preserving PUMA heritage and history.

FOREVER.FASTER.

