



SOLVAY

asking more from chemistry®

E- reputation Solvay policy and strategy

Stephanie Missotten
Manager Trademarks, NOH Back Office and & EU patent formalities

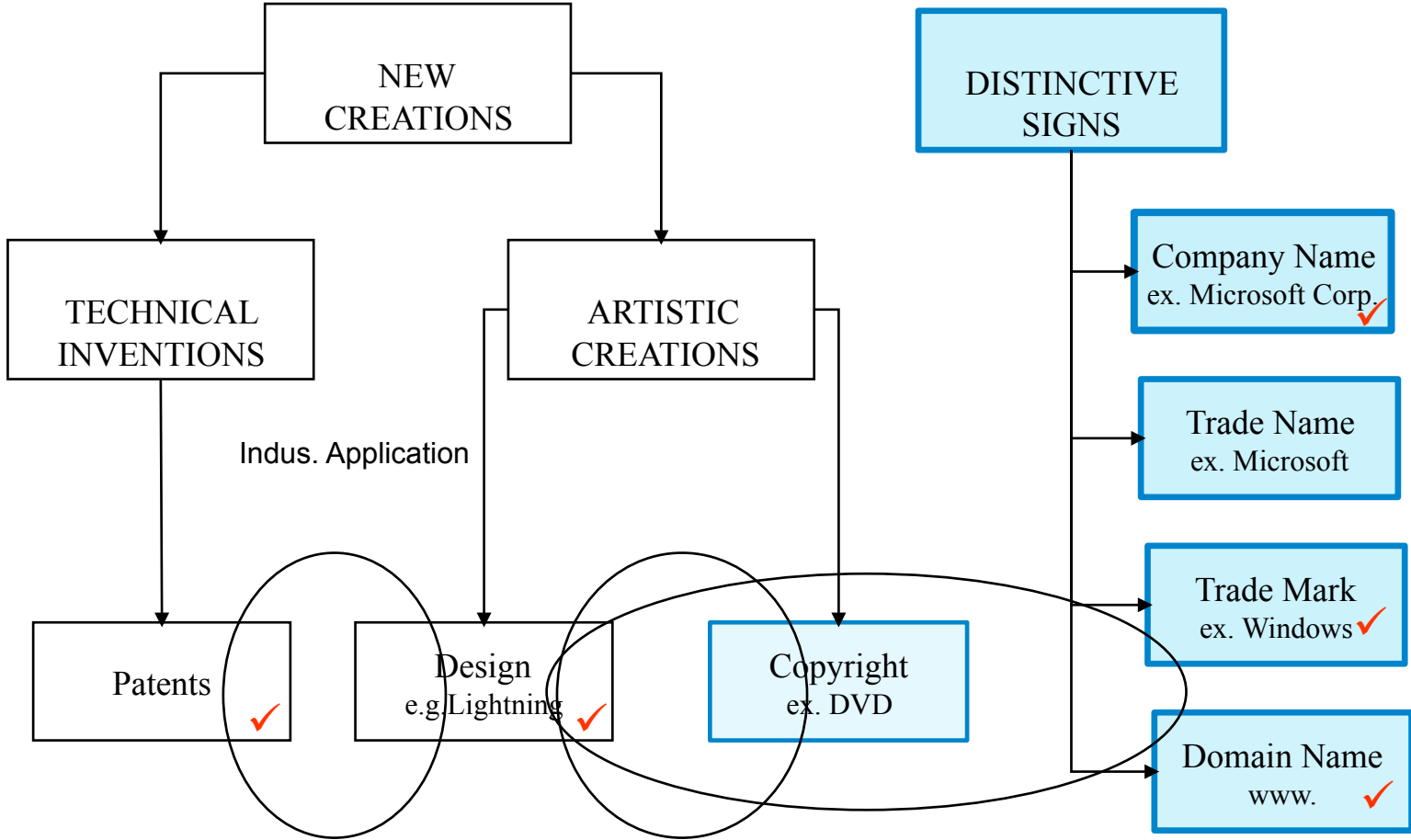
September 25th , 2015

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SOLVAY at a glance

- Solvay is an international chemical Group that assists its industrial clients in finding and implementing ever more responsible and value-creating solutions.
- Founded in 1863 by Ernest Solvay in Belgium.
- Acquired specialty chemicals company Rhodia on 7 September 2011.
- It serves many markets, including energy and the environment, automotive and aeronautics, electrical and electronics. Solvay's chemists seek to bring sustainable responses to the challenges facing our planet.
- Solvay generates 90% of its net sales in activities where it is among the world's top three players.
- The Group is headquartered in Brussels and employs about 26,000 people in 52 countries.
- In 2014, it generated 10.2 billion euros of net sales. Solvay SA is listed on Euronext in Brussels and Paris.

Intellectual Property



Trademarks

- Trademark protection: about 15.000 active TM registrations
- Corporate trademarks vs. product trademarks



- ✓ Material scope : goods/services
 - ✓ Territorial scope
 - ✓ Impact rebranding corporate trademark
- Trademark watches
 - ✓ Trademark Registers
 - ✓ Internet watches : complete watch vs limited watch

Domain names

- About 2150 domain names
- TOP 10

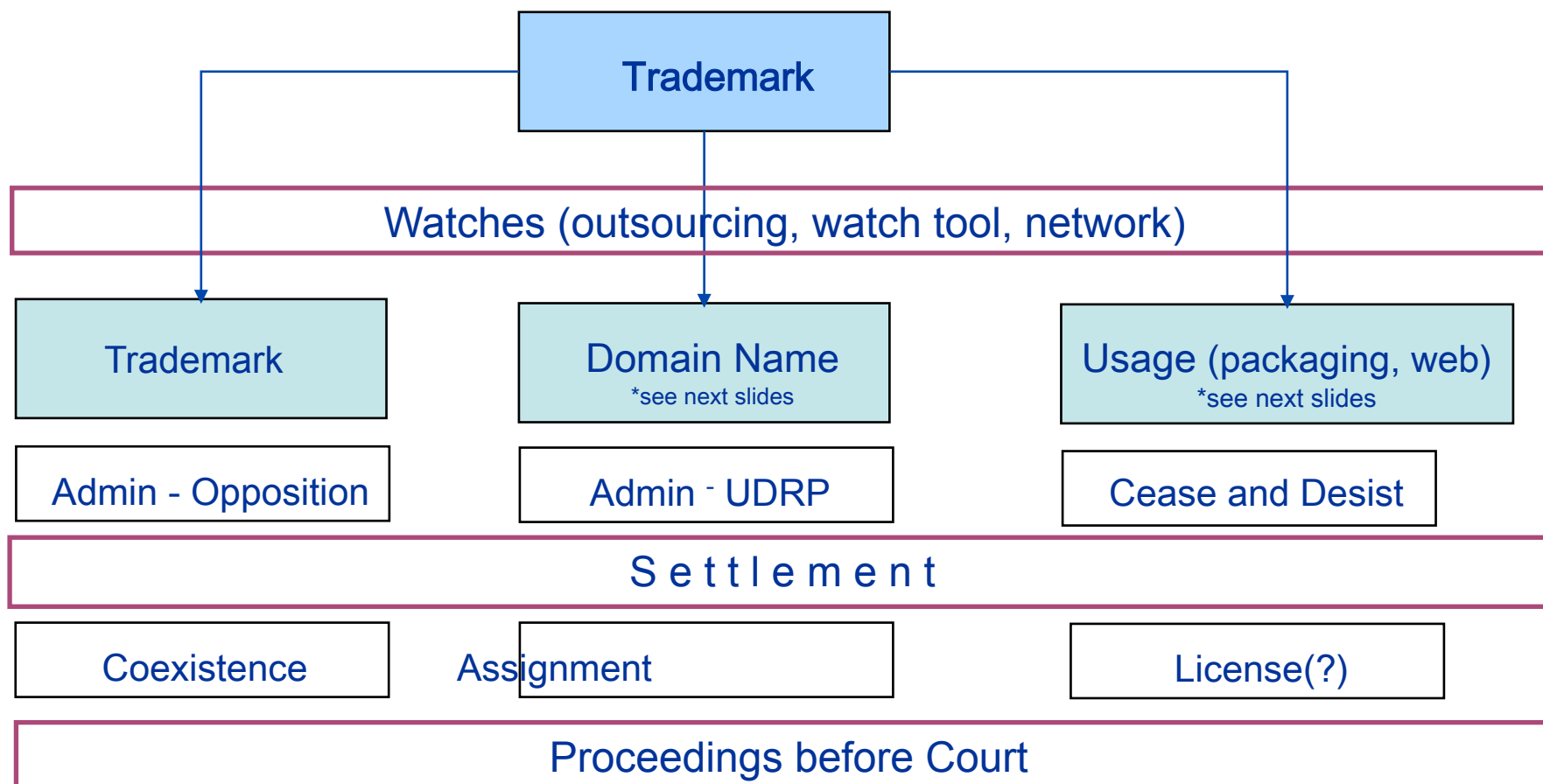
.com	716
.eu	199
.biz	185
.asia	151
.us	118
.info	90
.fr	74
.com.cn	62
.cn	59
.com.br	41

- No .brand (.solvay)
- Internal management through portal of registrar
- Communication model revisited – impact on dns portfolio

Solvay on Social Media

- Communication model evolved
- Besides on corporate and local websites, Solvay is active social media:
 - ✓ LinkedIn
 - ✓ Facebook
 - ✓ Twitter
- Other tools
 - ✓ You Tube
 - ✓ Apps

Trademarks – Options against use by 3rd parties



Trademarks – use on Internet or in Dns

- Cybersquatting (domain names)
- Misleading reference (use of TM)
- E-market place: sale of counterfeited goods and/or TM infringement (Alibaba, Made-in-China, Ec21 etc)
- Phishing
- Option “All inclusive”


Some examples

N°1 de la Vente Directe en produits d'élevage

Bovins / Ruminants	Ovins/Caprins	Porcs / Volailles	Clôtures	Agrofourniture	Entretien Matériel	Outilsage Atelier/Bât.	Vêtements / Chaussants	Chiens/Basse cours	Pièces d'Usure	Remises
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Accueil / **Oxystrong FG 2,5 20 kg et 60 kg**

Recherche :
[Votre recherche...] [Ok]



Oxystrong FG 2,5 20 kg et 60 kg

Oxystrong FG 2,5 20 kg et 60 kg
ref. : decl-450

Disponibilité: Disponible

à partir de : **49,40 €**

Capacité *
Choisissez une option...

* Champs obligatoires

Quantité: **Ajouter au panier**

>> Ajouter à mes favoris
>> Ajouter au comparateur


Caractéristiques :

L'OXYSTRONG FG 2.5 est un désinfectant oxydant à base d'acide péraacétique, de peroxyde d'hydrogène et d'acide acétique.
L'OXYSTRONG FG 2.5 possède également d'excellentes propriétés de détartrage des canalisations à 4%.

Dose d'efficacité : bactéricide à 0.7%, virucide à 0.5% et fongicide à 2.5%.

Mode d'utilisation : il peut être opportun d'utiliser de temps à autre l'OXYSTRONG pour son action immédiate sur la matière organique.
Action efficace également sur les sols de poulailler en terre battue.
Attention, bien rincer les parties métalliques 30 minutes après la désinfection car l'Oxystrong est un produit corrosif.

Plus de vues



MRO热销产品;珠海液压气动|气缸|电磁阀...珠海市焯晖机电设备有限公司 - Microsoft Internet Explorer provided by SIS Amigo

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创造客户价值

珠海市焯晖机电设备有限公司
Zhuhai XuanHui Electrical equipment Co., Ltd

首页 公司介绍 供应产品 成功案例 产品动态 联系方式 资质证书

劳保防静电类 品牌: Ansell, Newpig, 3M, MSA, JSP, 巴固等



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- 珠海低压电器|断路器|接触...
- 珠海轴承|导轨|联轴器|机械...
- 珠海量具平台|卡尺|千分尺|...
- 仪器仪表类|推拉力计|温湿...
- 珠海劳保防静电|防静电服|...
- 高精化工原料|扩散泵油|真...
- 珠海MRO综合供应品|电子称|...

公司相册

- 劳保工作服

联系方式

李秀昆 先生 (市场部 市场经理)

供应产品

我公司的供应信息分布于以下类目中, 请查看:

MRO热销产品 珠海液压气动|气缸|电磁阀|控制... 珠海低压电器|断路器|接触器|电...
 珠海轴承|导轨|联轴器|机械传动|... 珠海量具平台|卡尺|千分尺|大理... 仪器仪表类|推拉力计|温湿度计|...
 珠海劳保防静电|防静电服|手指套... 高精化工原料|扩散泵油|真空泵油... 珠海MRO综合供应品|电子称|砵码|...

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供应Fomblin PFPE Solvents 溶剂润...
 供应Powdered Metal Bearin gs
 供应FomblinPFPE Vacuum Pu mp
 供应Fomblin氧气制备润滑脂

http://tenkoxiu.cn.alibaba.com/athena/offerdetail/sale/tenkoxiu-1036744-399700760.html

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Tianjin Solvay Chemical Co.,Ltd.



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Product Class

Acid

Alkali

Inorganic Chemicals

Oxide

Pigment & Dyestuff

Resin

About Us



Tianjin Solvay Chemical Co., Ltd., established in 1998, is mainly dedicated to manufacture and commercialization of industrial chemical products. With a mature marketing network and excellent marketing team. It has long-term and stable partners in international and domestic chemical trade.

The founding members of Solvay Chemicals have extensive general management experience with global 500 multi-national corporations and with sound knowledge of the chemicals industry in Asia.

We look forward to working with you in delivering products that are competitively priced and yet without compromising on lot-to-lot consistency in quality and service reliability..

New Product

More>>



LDPE



HDPE



Acrylic acid



Lithopone



Oxalic Acid



Contact Us

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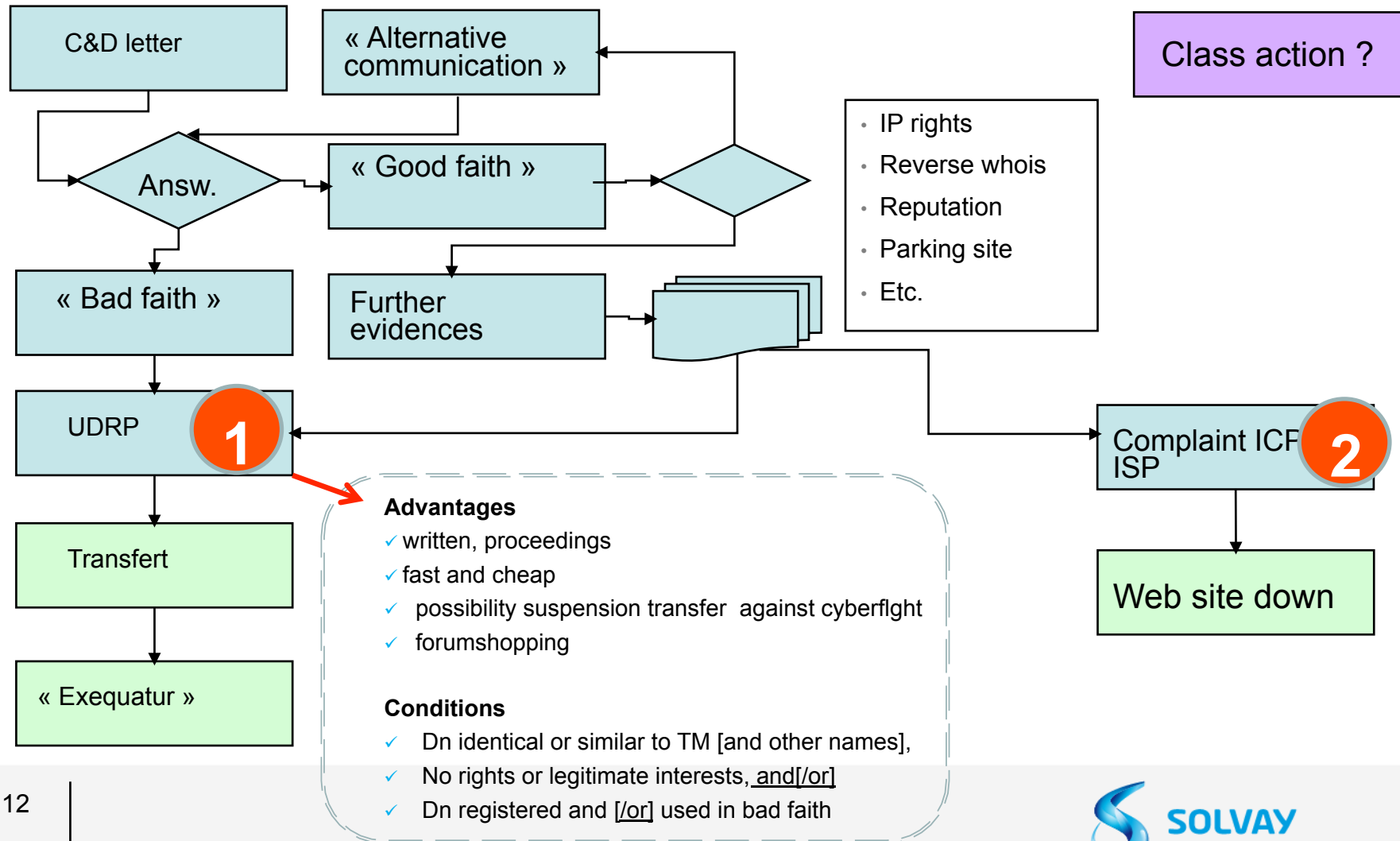
Sales Office Address:Nanmen Wai Street,Nankai District,Tianjin,China

Contact Phone:86-022-27338057 FAX:86-022-27338067

E-mail:solvay@solvaychem.com

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Domain Names – UDRP and ICP/ISP



Thank you for your attention !
Questions ?

→ Be flexible and creative !