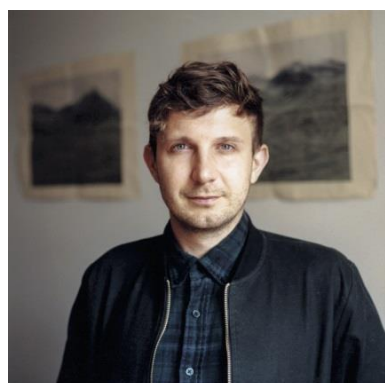


## The Significance of ‘Socialistic Brands’ within the Trademark System

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Mikołaj is a privacy and IP lawyer who has worked in a variety of legal and creative environments worldwide including in-house, law firms, UN, European Parliament and academia; currently a Cybersecurity, Data and Privacy Counsel at Intel Corporation.

Mikołaj has authored several publications in the subject of privacy and IP law, including a monograph on the topic of ‘Socialistic Brands’.

In 2015 he graduated from MIPLC where he currently lectures on information privacy.

His lifelong passion is culture and how legally sanctioned exclusivity over information influences it. He has conducted extensive research on IP, privacy and semiotics.

### Abstract

A Socialistic Brand’s powerful emotional bond with the consumers of post-socialist countries is based on a highly complex relation to the particularities of socialism. It can be attributed to feelings of nostalgia, national sentiment, and status of the purchaser or longing for a past that offers a national identity that has since changed. All of this translates into a high differential value of socialistic brands as compared to other signs.

The analysis of this group of signs offers a chance to ask a general question: does the current trademark legal framework constitute an effective bar to unfair appropriation of signs with strong cultural connotations?