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PRESS RELEASE

YES held EXECOM in Madrid

Brussels, Belgium, June 24, 2009 – YES-European Confederation of Young Entrepreneurs, the pan-European organisation bringing together 16 national federations and representing more than 40,000 individual entrepreneurs, held its EXECOM Meeting & Conference in Madrid on 18-20 June 2009.

The event, kindly hosted by **CEAJE - The Spanish Confederation of Young Entrepreneurs**, had the great opportunity to gather young entrepreneurs from all over Europe to discuss the topics of innovative attitude and brand image.

Under the title “**WELL-KNOWN TRADEMARKS: THE EFFECT OF INNOVATION**”, the EXECOM core lecture welcomed high level panellists such as **Drs. Jose Luis Medina del Corral and Jose Victor Rodríguez Caro**, better known as **Victorio & Lucchino** that emphasised the value of an innovative strong trademark as a business success component.

Participants had also the opportunity to enjoy the presentation of **Dr. Alberto Casado Cerviño** - General Director of the Spanish Office of Patents and Trademarks. Mr. Casado talked about the importance of “Industrial property as a tool for competitiveness”.

Ivan Sempere Massa, YES Vice-president, concluded the debate stressing the necessity of collaboration between different stakeholders in the area of intellectual property protection and patenting in order to simplify and facilitate the procedures that are valuable for the competitiveness of the European products.