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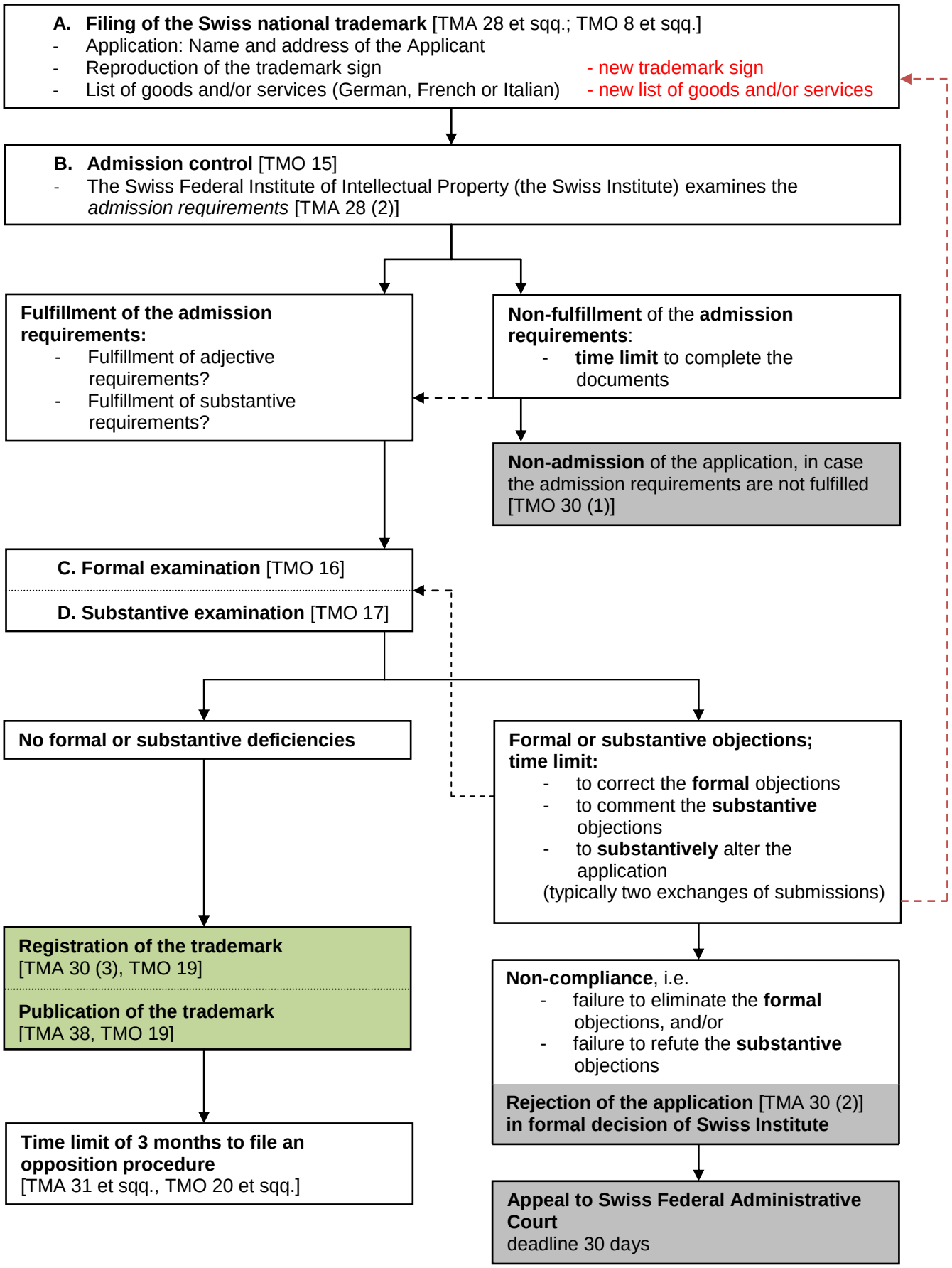
Overview registration procedure for national Swiss trademark

Swiss Trademark Act (TMA)
Swiss Trademark Ordinance (TMO)