



## Africa IP SME Helpdesk Webinar

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### Trade mark enforceability in Africa – the case of ARIPO

30 October 2023

10:00-11:15 CET

**Contact person**

Andrea IORI, Project Manager

Email: [andrea.iori@euipo.europa.eu](mailto:andrea.iori@euipo.europa.eu)



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**30 October 2023**

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10:00 – 10:05

**Welcoming remarks**

Speaker: Andrea IORI, Project Manager Africa IP  
SME Helpdesk, EUIPO

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10:05 – 10:20

**The risks of illicit trade in counterfeits**

Speaker: Michal KAZIMIERCZAK, Economist,  
Observatory on Infringements of Intellectual  
Property Rights, EUIPO

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10:20 – 10:10

**Main opportunities and challenges to protect  
your IP assets in ARIPO countries**

Speaker I: Marius Schneider, Attorney-at-law at the  
Brussels Bar and Legal Adviser in Mauritius,  
IPvocate Africa  
Speaker II: Nora Ho Tu Nam, Partner, IPvocate  
Africa

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11:10 – 11:15

**Closing remarks**

Speaker: Andrea IORI, Project Manager Africa IP  
SME Helpdesk, EUIPO

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