

## a sound approach to the Latin American market

Owning IP assets is of little value unless an adequate IP strategy is put into place for their protection and exploitation. In addition, it is likely that some of the valuable IP assets do not require official register but other protection measures (for example, confidentiality agreements).



Check out for more detailed information



helpline@latinamerica-ipr-helpdesk.eu

www.latinamerica-ipr-helpdesk.eu

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