

NEWSLETTER - AUGUST, 2023

NEXT EVENT...



GREEN RIO

31 AUG - 2 SEP, BRAZIL

Second participation in the Green Rio event. **Plenary session and workshop: The Green Potential of Intellectual Property.**

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FIRST SEMESTER 2023

We're thrilled to share the remarkable achievements of the first half of this year!

In the **MERCOSUR** countries and **Chile**, an important period has unfolded, marked by a series of engaging AL-INVEST Verde IPR initiatives that combine the worlds of **Intellectual Property (IP)** and sustainable development objectives.

These initiatives have brought together a diverse assembly of **more than 951 online participants and 289 on-site attendees with 95.8% satisfaction**. Among them are entrepreneurs, representatives of business associations, local producers, lawyers, judges, consultants, and other representatives from various public and private institutions.

Together, **we've embarked on an educational journey**, which has not been merely an academic exercise, but a practical endeavour aimed at equipping these professionals with the necessary tools to apply this knowledge in their daily work, paving the way to new AL-INVEST Verde IPR mentorships and knowledge exchanges which will allow to put intellectual property at the center of **green innovation strategies**.

In this era of collaboration and innovation, these events have served as a timely reminder of the vital role that Intellectual Property can play towards a more responsible approach to development.

Our calendar has been brimming with face-to-face events, seminars, and webinars, all geared towards fostering innovation and driving positive change.

YOU CAN SEE BELOW SOME OF OUR EVENTS AND ACTIVITIES



WEBINAR: "Successfully Managing IPRs in Innovative AL-INVEST Verde IPR Partnerships"

In the context of Earth Day and World Intellectual Property Day, the AL-INVEST Verde program hosted a virtual event focused on providing knowledge to SMEs on the IPR related basic aspects to be considered in the framework of international partnerships or joint ventures sponsored by the EU.

The webinar aimed at enhancing the visibility of AL-INVEST Verde and its mission of supporting SMEs in the green transition.

It was also meant to promote and lend visibility to the launch of the Second Call for Innovative Partnership Projects for the Green Transition of AL-INVEST Verde.

[WATCH IT](#)



The National Directorate of Intellectual Property of the Republic of Paraguay (DINAPI) accepted the terms from the alphabetical list of Nice in Spanish in TMclass.

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Argentina accepted the Harmonised Database of Product Indications (HDBPI) list of terms in DesignClass.

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WEBINAR DISPONIBLE

ESTRATEGIAS DE PROPIEDAD INTELLECTUAL EXITOSAS EN EL PROGRAMA HORIZONTE EUROPA



www.alinvest-pi.eu

WEBINAR: "Successful Intellectual Property Strategies in the Horizon Europe Programme: Cooperation Opportunities for Latin American and Caribbean Countries"

The objective was to improve the participants' understanding of the different types of intellectual property, such as patents, trademarks and copyrights, and to provide practical knowledge on how to address IP-related issues in research and innovation projects.

WATCH IT



INPI Brazil visited EUIPO to modernise and strengthen its intellectual property system



AL-INVEST Verde IPR promoted Digital Modernisation in the Intellectual Property Office of Paraguay (DINAPI).

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SEMINAR: Trade Mark Infringement seminar for Judges from MERCOSUR and Chile.

Renowned experts discussed international trade mark infringement issues, analyzing regulations in the EU, MERCOSUR, and Chile. Distinguished judges from Argentina, Brazil, Chile, Paraguay, Uruguay, and the EU shared case-law

reviews, enriching debates and fostering knowledge exchange.

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SEMINAR: The governance of geographical indications (GIs) for artisan products in Brazil - Origens Brasileira Artesanato.

Jointly organised by SEBRAE (Brazilian Micro and Small Business Support Service) and INPI BR (Brazilian IP Office), with the collaboration of INPI France. It aimed to raise awareness on how GIs could contribute to the protection of the authenticity, quality, and cultural identity of artisanal products. It also aimed to share best practices and experiences from the EU and Latin America in the development and marketing of artisanal products with GIs.

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FORUM UE-ALC - Brussels

A forum, where young people, civil society and local authorities discussed opportunities for a sustainable and inclusive future in Latin America and Europe. An action that was carried out with the 3 components of AL-INVEST Verde. Component 3 had the opportunity to highlight the importance of intellectual property (IP) in moving from research and development to commercialisation and industry.

ABOUT AL-INVEST VERDE IPR

AL-INVEST Verde is a European Union (EU) programme whose main objective is to promote sustainable growth and job creation in Latin America by supporting the transition towards a low-carbon, resource-efficient and more circular economy.

Through Component 3, **AL-INVEST Verde IPR**, funded by the EU and implemented by the EUIPO, the programme seeks to achieve greater use and effectiveness of Intellectual Property Rights (IPR) in Latin America, particularly in the MERCOSUR countries, to boost opportunities for research cooperation and stimulate competitiveness and sustainable innovation.

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