

MARIE SHARP'S

PRIDE PRODUCTS
OF BELIZE



HABANERO[®]
PEPPER SAUCE

MARIE SHARP'S

spice up your life!



Hot



Fiery



Beware



Green



History

- Business started in 1981
- Production began in a kitchen
- First export to US in 1987



**“LETS SELL FIRST THEN
PROTECT LATER”-(NOW)
“PROTECT NOW, SCALE
LATER”**

**“If you don't own your brand,
you don't own your future, Its
your identity”**

Marie Sharp's Factory



Main Goals of Business

- Be Sustainable and Consistent
- Increase Market Share
- Create a unique product/service
- Create Jobs

IP tools are EXTREMELY IMPORTANT
TO ATTAIN YOUR GOALS!

The Melinda's Story

- Trademark Infringement
- Lost the name Melinda's
- Exclusive Agreement



MARIE SHARP'S

PRICED PRODUCTS
OF SELECTION



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Present Logo





- Mr. Brown/Georgia Example
- Beijing vs Shanghai
- MS Gourmet Cheese
- MSUSA Logo

Madrid Protocol: IP is market access

- **BEFORE**
- Protection was fragmented
- Very Costly, slow process
- Reactive to Proactive
- **PRESENT**
- One system-multi-market protection
- Enter markets already protected
- Easier to oppose and enforce early

Trademark Dispute-Lessons Learned- Pain to Discipline

- Early dispute-forced rebrand
- Costly but transformational lesson
- Register before entering markets
- Sell First- protect later- protect now,
scale later- growth, revenue, origin

Belizean Origin Protection: Product-country identity

- Belize- authentic habanero hub or association
- Origin means value, must be also protected, not only labels, marks etc
- Protect farmers
- Supports premium pricing
- authenticity

Final Advice

- Copy Cats, Infringers never sleep
- See IP as strategic infrastructure or asset, not as an expense
- Protect and Defend Origin
- Madrid Protocol- small countries and companies can compete globally and for countries like Belize this is not optional- Its essential!

Thank You