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WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

ORIGINAL: ENGLISH

Respect for IP Webinar Series:
Innovate, Protect, and Enforce: How Entrepreneurs Can Safeguard Their Ideas

April 10, 2025, Virtual (English)
13:00 to 14:00 (CET)

PROGRAM

What drives entrepreneurs to take that leap and launch a startup? And what are the obstacles they face? What often determines the success of a startup is the extent to which its IP is protected and enforced, especially in the early stages of development. In this webinar, we will explore the critical challenges startup founders face in safeguarding their ideas and enforcing their IP rights, and the strategies they use to overcome those challenges.

13:00 - 13:05	Welcoming remarks and introduction of the speakers
13:05 – 13:25	From Idea to Impact: A Woman Founder´s Brand Journey *Ms Mar Peire Nadal, CEO, Coolcasc, and Vice President of* Asociación Española de Fabricantes y Distribuidores de Artículos Deportivos *(AFYDAD)*
13:25 – 13:45	Shaking the Status Quo: A Fresh Perspective on Job Opportunities *Ms. Sojeong Park, Design Team Lead, IndexFinger Corp*
13:45 – 14:00	Q&A