

WEBINAR

INTELLECTUAL PROPERTY

&

FASHION

Friday 21st July 2023 03:30 pm - 04:45 pm (Bangkok time)

03.30 pm - 03.35 pm Opening remarks

by **THE DIP**

03.35 pm - 04.35 pm Intellectual Property and Fashion
French experience sharing

- How to protect designs in the fashion industry in France and European Union ?
- Case studies of individuals or businesses that have successfully used intellectual property rights in the fashion industry.
- Best practices and an approach to IPR strategy in the French fashion industry.

04.35 pm - 04.45 pm Q & A

SPEAKERS



Mr. Jean-Claude Masson
General Counsel Anti-counterfeiting,
HERMES INTERNATIONAL



Ms. Aurélie Guetin
Managing Director – Trademarks,
NOVAGRAAF

Moderator



Mr. Fabrice Perrono
Intellectual Property Attaché,
Representative **French National**
Institute of Industrial Property: **INPI**



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