

## **Protection of Industrial and Intellectual Property: A Guide for Exhibiting Companies**

The trade in counterfeit products represents one of the most significant illegal phenomena that companies must deal with, especially those that invest in creativity, innovation, and research. For this reason, it is essential to raise awareness among companies about the protection of intellectual property.

**Why Is It Important to Protect Industrial and Intellectual Property?** Intellectual property is what identifies your company in the eyes of customers. It allows you to differentiate your products from others and encapsulates your values. Additionally, design is a valuable asset for innovative businesses, contributing to job creation and promoting economic growth.

**How to Protect Industrial and Intellectual Property?** The EUIPO (European Union Intellectual Property Office) provides its expertise through communication activities, webinars, and awareness campaigns to educate stakeholders and enhance understanding of why protecting intellectual property is crucial.

**SME Fund** The EUIPO has established a dedicated SME Fund worth €27.1 million to financially support European companies interested in registering their trademarks, designs, and patents at national, European, and international levels. This initiative is supported by the European Commission in cooperation with national and regional intellectual property offices within the EU.

**Preventive Action at the ISSA PULIRE Fair** The ISSA PULIRE fair implements preventive action to protect intellectual property rights. Exhibitors are required to sign a condition of participation contract called the “General Regulations,” which includes Article 21. This article stipulates that exhibitors are not authorized to display, offer, sell products, or distribute information about such products if these activities violate the intellectual property rights of third parties. In case of doubts, the organizer has the right to withhold consent for the exhibition of specific products and may remove products and related information from the event.

**What Can Companies Do?** Protecting industrial and intellectual property is essential for the growth and success of your company. We encourage you to consult the [SME Fund](#) for further information on safeguarding your industrial and intellectual property rights.