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WELCOME

We greet the entire ASIPI community in this first ASIPINews of 2020. What better way than to start the year with the topic of digital business? Until recently, these issues were dealt with in order to technologically "alphabetize" people, then they were studied to insist on the need to eliminate paper, then we tried to give more security and efficiency to transactions, but today we are at the stage of the creation of new business models and that is where the intellectual property specialist intervenes.

ASIPI, together with experts in the field, will provide tools to understand the impact of AI in the fashion industry, E-Sports, Legaltech, Fintech in the next Seminar to be held from March 8 to 10 in Montevideo, and much more. We are sure that the understanding of these topics will allow us to advise our current and future clients more comprehensively, correctly and diligently. You are cordially invited and we hope to see you there.

In this ASIPINews you will find all kinds of notes that will update you on everything that happens in ASIPI: month-by-month activities, committee projects, new members, future events and much more.

Welcome everyone!

ASIPI MONTH BY MONTH

DECEMBER



ASPI Confraternização New Year's Eve Lunch

On December 5, Elisabeth Siemens participated in the ASPI Confraternização New Year's Eve in Sao Paulo.



Launch of impact study in Bogota

On December 9, the presentation of the ASIPI-INTA study on the economic impact of trademarks was attended by Fernando Triana, Past President of ASIPI and Etienne Sanz de Acedo, CEO of INTA.



Working meetings in Bogota

Loaded work agenda on December 10 in Bogotá. There was a morning breakfast with the representatives of the Colombian Copyright Center (CECOLDA...

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Event in Caracas on Fashion Law and the impact of trademarks on the economy

On December 10, the event entitled "The ABC of Fashion Law and the Impact of Trademarks on the Economy"

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Congratulations to the ASIPI Committee of Social Responsibility for its campaign "Come and donate a toy"

This initiative was launched during our workshop "The ABC of Fashion Law and the Impact of Trademarks on the Economy".

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ASIPI IP-KEY Forum in Panama City

On December 11, the IP Forum was held to develop the competitiveness of the business and industrial sector organized by ASIPI and IP Key in Panama. In the photo our Vice President 1 Enrique Díaz with the Delegates of Panama Yolianna Arosemena and Monique Ferrer.



Impact Study in Paraguay

On December 11, our Delegates from Paraguay, Aldo Fabrizio Modica and Lorena Mersán, officially handed out the material of the impact study to the Director General of Intellectual Property, Dr. Joel Talavera.



ASIPI present at the INDECOPI Contest of Fashion Design

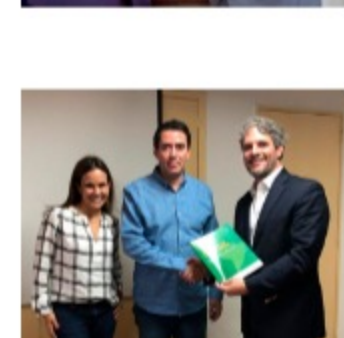
Julii Gutierrez, Director of ASIPI and Mónica Germany, Alternate Delegate of Peru, at the awards ceremony of the II National Fashion Design Contest on December 13, organized by INDECOPI with the collaboration of ASIPI.

[Read more...](#)



Presentation of the impact study to the Ecuadorian authority

Our Principal Delegate of Ecuador, Paúl Corral, with Santiago Cevallos, Executive Director of SENADI during the presentation of the ASIPI-INTA study on the impact of trademarks on the economy on December 16 in Quito.



ASIPI delivers impact study in Venezuela

On December 17, Luis Henriquez, Secretary of ASIPI and Jacqueline Moreau, Principal Delegate of ASIPI in Venezuela, delivered the ASIPI-INTA study "Trademarks in Latin America. Study of their economic impact in ten countries of the region" to the Director of the Autonomous Intellectual Property Service (SAPI), Mr. Alberto Rey.

JANUARY



ASIPI delivers Impact Study in Bolivia

On January 9, our Delegates from Bolivia Perla Koziner and Wolfgang Ohnes visited the National Intellectual Property Service (SENAPI) to deliver the study on the impact of brands on the economy of 10 countries in the region. They were received by the Directors of Copyright, Administrative and Transparency of said institution.



Talk "Reality of the Madrid Protocol: Experiences in Colombia, Mexico and Brazil" was held in Costa Rica

On January 30, the talk entitled "Reality of the Madrid Protocol: Experiences in Colombia, Mexico and Brazil" was held at the Costa Rica Country Club in Escazu, San José de Costa Rica, organized by the Association of Professionals in Intellectual Property of Costa Rica, APPICR in collaboration with the Inter-American Association of Intellectual Property, ASIPI.

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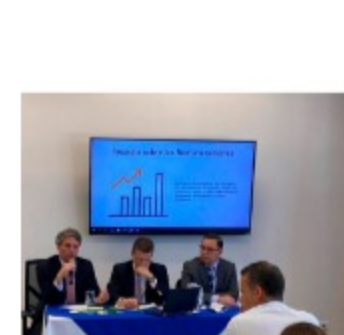
FEBRUARY



ASIPI at the National Confederation of Industries of Brazil

On February 7, at the São Paulo headquarters of the National Confederation of Industries (CNI), ASIPI and INTA presented the study of the economic impact of trademarks in 10 Latin American countries: Brazil, Argentina, Chile, Colombia, Costa Rica, Guatemala, Mexico, Panama, Peru and Dominican Republic.

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ASIPI and INTA invited by the Ministry of Justice of Costa Rica

ASIPI and INTA were invited by the Ministry of Justice of Costa Rica to hold a series of meetings and working tables on February 25 and 26, related to the restructuring and relaunching of the National Intellectual Property Plan.

[Read more...](#)

COMMITTEES SPEAK



In ASIPI we have 25 Work Committees and 5 Special Commissions. They are the brain of the Association because they are made up of specialists in each area who have the mission of studying, researching and socializing their knowledge among all the members of the Association in such a way that we can all "look to the future", as the motto says of this Executive Committee, with security and academic rigor.

Here some of their work:

- Administration of Law Firms
- AntiCounterfeiting
- Entertainment Law
- Industrial Design and Trade Dress
- Geographical Indications
- ASIPI Educa

PRO BONO PROJECT

Interested in being part of the pro bono project that we are working on? If you have not answered the survey, you can do so at:

[Complete survey](#)

SPECIAL COMMITTEE ON TECHNOLOGY IMPACT

In order to evaluate and consider the impact that technology has had and will have on the way we provide our services, we ask you to please answer this survey in case you have not done so.

[Complete survey](#)

WELCOME NEW MEMBERS

It is a pleasure to inform you that the following people have been admitted to our Association since our last newsletter in December 2019:

Luis Marin
LEXVALOR
Ecuador

Paloma Balboa
Grupo 10 Empresarial Ip Software
Spain

Sebastián Prieto
Larrain y Asociados
Chile

Adriano Palaoro Mesquita Carneiro
Mansur Murad Advogados
Brazil

Silvina Vila
Bergstein Abogados
Uruguay

Christian Bandre
Julio C. Guerrero B. S.A.
Ecuador

José Martín Rivera
Luzuriaga & Castro Abogados
Ecuador

Claudio Castañeda
Darts- IP
Belgium

We welcome you to ASIPI and invite you to participate actively in all our activities.

UPDATE YOUR CONTACT DETAILS

We invite you to visit the website to verify that your photo and contact details are correct and, if necessary, modify them. To do so, you just have to visit the ASIPI website <https://asipi.org/>, then log in with your username and password. If you do not have a password you can use the "Forgot password" option. An email will be sent with the link to generate your new password. If you do not receive it, check the spam folder.

In case of any inconvenience, please contact soporte@asipi.org.

FUTURE EVENTS

A fundamental part of our association is to get together to deepen in some IP topics or to network. Please stay tuned for the following dates:

XXII Work Sessions and Administrative Council
November 29, 2020 – December 2, 2020
Quito, Ecuador

ASIPI Seminar
March 14-16, 2021
Antigua, Guatemala

XXI Congress of ASIPI
November 28, 2021 – December 1, 2021
Santiago de Chile, Chile

For more information on these events please visit: www.asipi.org

