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AHK Azerbaijan and GRATA Azerbaijan joint workshop on the role of trademarks in business

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On 13 March 2019, AHK Azerbaijan hosted a joint workshop with Grata International law firm's Baku office (GRATA Azerbaijan) for AHK members. The meeting was opened with a welcoming speech of Mr. Tobias Baumann, Executive Director of AHK Azerbaijan and Ms. Ummi Jalilova, Partner of GRATA International and Director for Azerbaijan. Ms. Sabina Gasimova, Business Development Manager at GRATA Azerbaijan briefly introduced the company and its services.

Ms. Shabnam Sadigova, Lawyer at Grata Azerbaijan delivered her presentation on "The role of trademarks in business". The session took a discussion on what the trademarks are, why we need trademarks in business and what the protection methods are. The participants were informed about the types of trademarks, functions of trademarks and the means of protection.

Following the presentation, Ms. Shabnam Sadigova answered to the specific inquiries of participants and the workshop was followed by discussions on the importance of intellectual property in business, benefits of registering the trademarks and what can be done to stop the trademark infringements and etc.



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