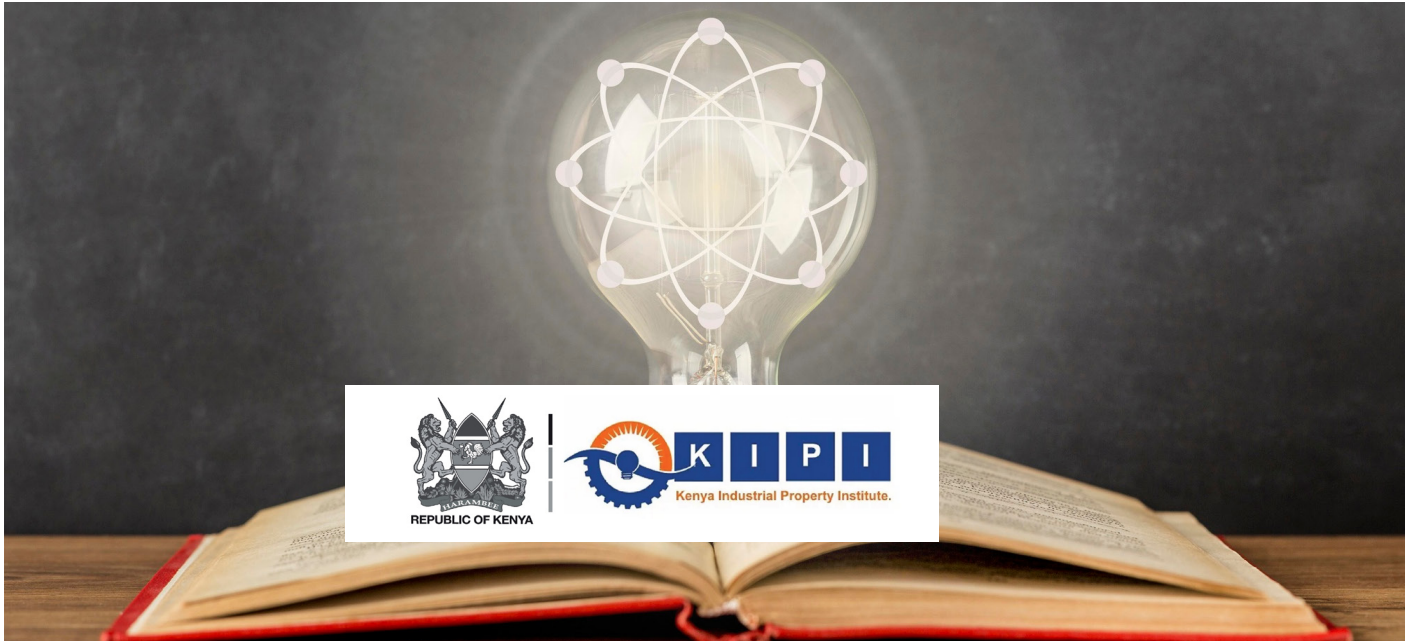


Tradealert

A BI-MONTHLY EXPORT TRADE BULLETIN

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Intellectual Property Rights

Intellectual property (IP) refers to inventions, designs, writings, films, plants and seeds. These are governed by international rules that allow people, companies and institutions to "protect" them through:

- 1) Copyrights and trademarks
- 2) Patents
- 3) Industrial designs
- 4) Geographical indications
- 5) In the case of electronics, "integrated circuits topographies".

Though your company may have intellectual property protection in Kenya, it is also necessary to obtain the same or similar protection in the country to which you will be exporting. As intellectual property law is complex, it is advisable to seek legal assistance in your foreign market's country as well as advice from the Kenya Industrial Property Institute (KIPI).

Read more:

<https://makeitkenya.go.ke/about-keproba/news-room/latest-news/intellectual-property-rights>



EVENT

**INVITATION TO THE 16TH
INTERNATIONAL INVENTION
FAIR IN THE MIDDLE EAST
(IIFME)**

Read more:

<https://shorturl.at/yFgIf>



EMERGING TRENDS

**ITC Export Development
Training on Exporting to
China**



Read more:

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**The Centre for
Developing Imports from
Developing Countries**



Read more:

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<https://whatsapp.com/channel/0029VagFGYx5q08etX-dT651q>