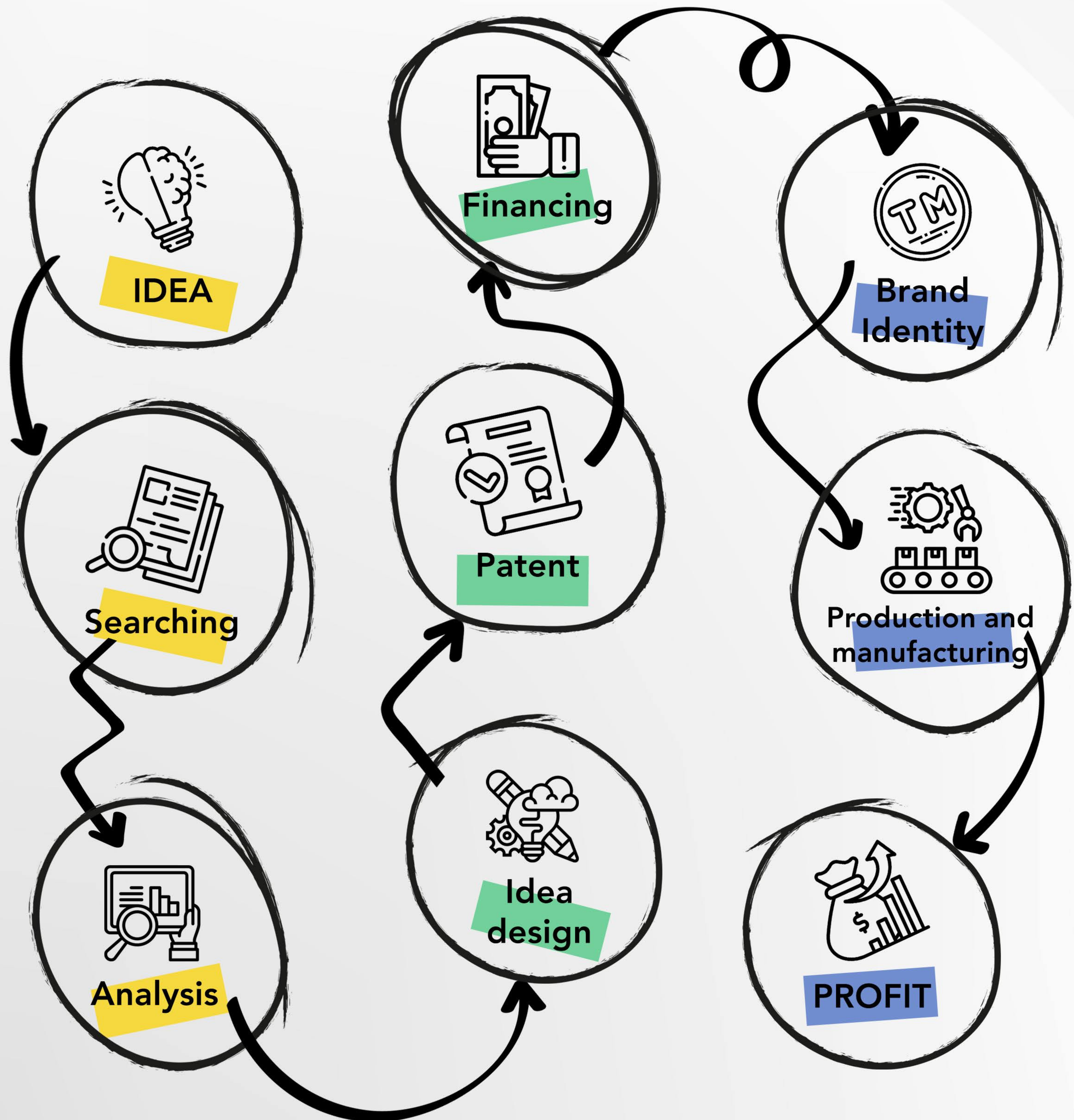


Intellectual property is the product of the creativity of the mind





Trademarks

Not Just a Logo, But Your Success Story!

اذ انها تُعزز الثقة بينك وبين عملائك، و تحمي منتجاتك أو خدماتك
من التقليد، و تساعدك على بناء سمعة قوية ومستدامة.

Your Creativity is your Identity .. protect it with knowledge



Protecting your
rights

Your rights are the first step to protecting them.



Types of
intellectual property

Patents, trademarks, industrial designs, copyright and related rights, and others.



Protection method

How to protect your idea or innovation with the competent authority in your country.



In case of violation

Know the legal steps if you feel your rights have been violated.



How to differentiate your brand from competitors?

1. Understand your target audience
2. Focus on benefits, not features
3. Define your unique selling proposition
4. Make it simple and memorable



Patents

Promote competition and encourage companies and individuals to innovate and develop new products and services to meet market needs.

Patent Protection

Lasts for **20 years** from the filing date.