



# Young people and innovation is the theme of the World Intellectual Property Day

**Montaury Pimenta, Machado & Vieira de Mello**

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**Brazil, Global** | April 25 2022

Today, April 26, the World Intellectual Property Day, also called "World IP Day" or "WIP-Day", is celebrated. The date was established by the World Intellectual Property Organization (WIPO) and, for about two decades, a theme has been chosen in the year. For 2022, the focus will be on "IP and Youth: Innovating for a Better Future". The campaign aims to enable young people to discover how intellectual property rights can help them achieve their goals, generate income, turn ideas into reality, create jobs and positively impact the world around them.

Our firm invests in positive actions to attract this public. Our "Startup Desk" was created to contribute to the growth of startups with an emphasis on protecting technology-related rights in Brazil and abroad. The initiative seeks to enhance the value of these companies that now hold exclusive rights over their creations in a single format, enabling these companies to protect their intellectual assets. "We adapted the way we charge our fees to the reality of startups in order to enable the necessary protection of their intellectual rights in a partnership format", clarifies partner Luiz Edgard Montaury Pimenta.

The Brazilian Startup Association (Abstartups) has 12,676 registered startups in Brazil. According to the Association, 44% are young people, between 20 and 35 years old. The top five most invested segments are: Education, Health and Wellness, Finance, Agribusiness and E-commerce. "Innovation-focused startups have shown exponential growth. The worrying issue is that many of them do not pay attention to how important it is to protect intellectual property rights and fail to protect them in Brazil and other countries. What is the result? A loss of value in the market. One of our main goals is that with these incentives, the young public will be able to protect the most valuable thing these startups carry: their intellectual property", adds Luiz Edgard Montaury Pimenta.

Raising awareness of this year's campaign audience is an important step for young people to start to give due value to adequate protection of intellectual property and discover how it can add value to their

business, generate income, and promote business opportunities.



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Brazilian Central Government is sentenced to secure resources for the Brazilian Patent and Trademark Office.

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EU Privacy Counsel,  
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Giorgia has worked as legal and privacy counsel in a range of companies across Europe, including Deloitte, and Mesh. She currently works at The Coca-Cola Company, where she serves as a legal subject matter expert and counselor for the EU General Data Protection Regulation (GDPR) and data ethics.

Throughout her career, Giorgia has worked closely with CEOs, top level managers and leaders and marketing teams. She has designed a Legal by Design framework

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