



## Intellectual Property Rights Matter

In commemoration of Women's Month

Dear colleague,

CIPC in partnership with Department of Trade and Industry, U.S. Consulate General in Durban, and American Spaces South Africa invites you to participate in the Intellectual Property Rights Matters Webinar.

**The focus of the webinar will be on the following topics:**

- i. The value of IPR and how it can grow your business.
- ii. Business Strategy to monetize Intellectual Property.
- iii. Legal sphere to protect IPR .
- iv. How to enforce your IPR.

**DATE:** August 24, 2022

**TIME:** 10:00 - 11:30am

**RSVP:**

<https://www.surveymonkey.com/r/IPMATTERS>

### SPEAKERS

#### Ms. Amanda Lotheringen

Ms. Lotheringen is responsible for the implementation of the Counterfeit Goods Act, No. 37 of 1997, and oversee the declaration of counterfeit goods depots. She was also involved in the training of law enforcement officials across government departments to implement the Act. She holds a degree from the Rand Afrikaans University in Development Economics and an Honors degree in Economics.

#### Ms. Vanessa Ferguson

Ms. Ferguson is an experienced trademark attorney and specialises in IP protection and enforcement, with a specific focus on anti-counterfeiting and associated enforcement measures. Vanessa is a partner at Von Seidels. For more than two decades, Vanessa has been assisting clients from all industries and areas in respect of both traditional and non-traditional IP protection and enforcement, both in South Africa as well as key African territories, with a strong focus on regional and cross-border enforcement measures.



Kind regards,

Strategic Communications on behalf of IP Enforcement

Values: Passion, Integrity, Empowerment, Accountability and Collaboration