Rob Katz Presents on Design and Branding at the Inter-American Association of Intellectual Property (ASIPI) Panama Conference

Shareholder Robert Katz will participate as a panelist during “Design and Branding: The Synergy that Boosts Business Value,” at the Inter-American Association of Intellectual Property (ASIPI) Panama Conference on Monday, December 2.

Rob and his co-panelists will discuss how product design, along with its protection and communication, plays a crucial role in building brand value and reputation. The panel will also explore how the synergy between design and brand becomes a key pillar to maximizing a company’s value and ensuring its competitiveness in the market. More information on Rob’s panel can be found by clicking here.

Founded in 1964, ASIPI is currently the first regional organization on Intellectual Property in the American continent and one of the most respected organizations worldwide as a promoter and defender of intellectual rights. The organization has over 1,000 members from more than 49 countries and promotes the harmonization and uniform treatment of intellectual property in the Americas.

You can read more about the ASIPI Panama Conference by clicking here.