

## “Meet the zebras” by Luxinnovation.

On 15 April 2021, Counsel Emmanuèle de Dampierre was a panellist in a webinar dedicated to Intellectual property organised by Luxinnovation in cooperation with the Intellectual Property Institute of Luxembourg (IPIL).

This webinar was part of a series of webinars hosted by the Luxembourg Creative Industries Cluster (managed by Luxinnovation), the aim of which was to highlight and promote the key role played by the creative industries in the national economy.

Emmanuèle underlined the importance for any company to protect their intellectual property and provided practical advice for the SMEs to enforce their intellectual property rights against third parties.

“Creatives, by definition, think out of the box. They have great potential to contribute ideas and solutions to other industries,” explained Sasha Baillie, CEO of Luxinnovation. “They can benefit tremendously from the experience and expertise of companies from other sectors in the way they operate and generate value. Hence, we want to encourage partnerships between the creative industries and other sectors of our economy.”

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