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In the new world of international alliances and networks, in order to sustain competitiveness in the global market companies are extending their business activities at international level, now more than ever.

If a company wants to enter new foreign markets, its business and intellectual property (IP) strategy should be shaped in a flexible way, allowing adaptation to new business and competition environments.

This case study, based on the real experience of *Castillo de Canena*, aims to show you how to deal with IP matters, and in particular trade marks, in the internationalisation process and describes the main steps to be taken when entering foreign markets.

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