
[MILZU!: Going international with a sound trade mark protection strategy](#)

Competing in global markets is always challenging, especially for SMEs. It is even tougher in some particular sectors such as agrofood, where big players dominate the whole market.

In this Case Study, we meet a Latvian company and witness how they gained a strong presence in the international arena by following a rational trade mark strategy and how they make use of IP rights as a tool to achieve success when doing business abroad.

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