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## [Vtree Energy: Building a solar future through intellectual property](#)

Innovative products provide competitive advantage for their owners as long as proper intellectual property (IP) protection measures are taken. In order to ensure a product's market success, and combat potential infringers successfully, it is necessary to take all characteristics of the product into account, and consider IP in a broader aspect.

This Case Study from Romania presents a real-life example on the significance of IP, when a company's business strategy is based on new and innovative products or services.

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