




[Intellectual property management at trade fairs](#) ^[1]

Trade fairs and exhibitions are very important marketing tools for companies, in particular for SMEs. They help to attract new customers, test products, access new markets, raise the image, profile and popularity of a company or product, and enhance competitiveness.

While, trade fairs can facilitate intellectual property (IP) infringements, they can also help IP owners detect such infringements. Therefore, exhibitors must be aware of all the IP issues that can arise in the context of trade fairs and take appropriate measures before, during and after the show.

Learn all about it in this fact sheet.

The European IPR Helpdesk has also published a leaflet on "IP management at trade fairs", downloadable [here](#) ^[2].

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