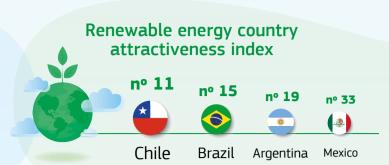


PROTECTING YOUR IP IN THE GREEN TECHNOLOGY **SECTOR IN LATIN AMERICA**



Watch out!

Green Technologies can benefit from special mechanisms that expedite the processing of applications. This means less time to obtain the patent and the opportunity to start selling/licensing your technology sooner.



Source: <u>EY</u> (2020)



PATENTS

Obtain an exclusive right to exclude your competitors from commercially exploiting your invention. Protect a product or a process that provides a new way of doing something or offers a new solution to a technical problem.

UTILITY MODELS

Particularly suited for SMEs since they protect "minor" improvements and adaptations of existing products. They are commonly used for mechanical innovations

TRADE MARKS

Distinctive signs will allow your clients and potential business partners to differentiate your products and services from other competitors.



DESIGNS They refer to the ornamental or aesthetic aspects of a useful article, and are applied to a wide variety of industrial products and handicrafts.

INDUSTRIAL

TRADE SECRETS

Protect any confidential business information that provides you a competitive advantage by not disclosing it to the public. It is also a good choice for protecting not patentable inventions.

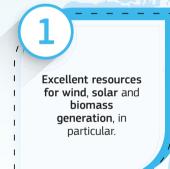


There are EU initiatives like the <u>Low Carbon Busines Action</u>, which is an EU-funded Doing-Business platform aimed at developing B2B relations between EU providers of low carbon technologies and companies based in Argentina, Brazil, Chile, Colombia and Mexico that are seeking sustainable solutions.



Source: Frankfurt School-UNEP Centre/BNEF. (2020)





Policy development that emphasises the role of auctions in allocating new capacity, building on expertise that has been built up in the region over many years.

Confidence of international developers such as Enel, EDF, and Mainstream Renewable Power, and also of international lenders.

Source: Frankfurt School-UNEP Centre/BNEF. (2020)



3 Quick tips when doing business





Take time to assess an entry strategy: either on your own or with local/foreign companies (by signing joint ventures, technology transfer agreements, etc).



Identify and protect your creations/inventions properly: register your IPRs, carry out "Freedom to Operate Analysis" and conclude confidential agreements (NDAs) when appropriate.





Keep always updated regarding the IP legislation and policies of the countries you are interested in.

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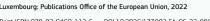
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