Adams & Adams protecting intellectual capital at Design Indaba Expo

At the recent Design Indaba, staff of Adams & Adams (@Cr8veDesignLaw), the first official attorneys of the Indaba, explained the forms of intellectual property to the exhibitors and provided advice on the protection and enforcement of their rights. According to Nishan Singh (@nishansingh), a partner in the firm, the most common forms of intellectual property present were trademarks, aesthetic designs and copyright. Most of the products that were showcased were new, original and highly regarded efforts of creativity that need to be protected against copycats. Although the exhibitors were warned against allowing photography, this inevitably occurred, which poses a risk to the intellectual property owned by the exhibitors.



Chad Peterson of Research Unit, an emerging creative, with Nishan Singh of Adams & Adams.

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Ada Howell of Buccaneer Paints with
Sajidha Gamieldien of Adams & Adams.

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Laduma Nxokolo of Maxhosa Knitwear with Mariette du Plessis and Danie Strachan of Adams & Adams.

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Adams & Adams marketing material. Pic: Simone Puterman.

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