

## Importance and Impacts of Strong Trademark Protection and Enforcement on Economy 4.0

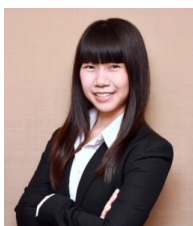
On 3<sup>rd</sup> August 2017, the Asian Patent Attorneys Association (“**APAA**”) organized the APAA Interim Meeting in Phnom Penh on the topic “Importance of a Strong Protection of IP System”. Mr. Kowit Somwaiya, Managing Partner of LawPlus Ltd., spoke at the meeting on importance and impacts of strong trademark protection and enforcement on Economy 4.0.

He emphasized that intellectual property is a tool for development, especially for Economy 4.0. which is driven by innovation and knowledge and strong trademark system will support, encourage and facilitate Economy 4.0 achievement and help making the economy grow more and more. His presentation took about an hour followed by a panel discussion and Q&A session for 1 hour. The seminar was attended by around 80 attendees.

### AUTHOR



**Kowit Somwaiya**  
Managing Partner | **Bangkok**  
kowit.somwaiya@lawplusltd.com



**Private: Paramee Kerativitayanan**  
Associate | **Bangkok**  
paramee.kerativitayanan@lawplusltd.com

LawPlus Ltd.  
Unit 1401, 14th Floor, Abdulrahim Place 990  
Rama IV Road, Bangkok 10500, Thailand  
Tel: +662 636 0662  
Fax: +662 636 0663

LawPlus Myanmar Ltd.

Unit No. 520, 5th Floor, Hledan Centre  
Corner of Pyay Road and Hledan Road, Kamayut Township,  
Yangon, Myanmar  
Tel: +95 (0)92 6111 7006  
and +95 (0)92 6098 9752