

# EHFCN WEBINAR



## The Anti-counterfeiting Technology Guide of the EUIPO: an overview of the existing anti-counterfeiting technologies in the market

### Short description

The [Anti-counterfeiting Technology Guide](#) was made by the Observatory of the European Union Intellectual Property Office (EUIPO) to explain to all types of stakeholders, in a clear and simple language, which technologies exist to protect goods against counterfeiting.

### Defined goals

The purpose of the meeting will be to explain the contents of the guide to the EHFCN members. Therefore it will emphasize on the technologies applicable to pharmaceutical products.

\*Note that the speaker is not a scientist specialized in the technical solutions, but nevertheless can explain the solutions in the guide in a clear everyday language.

After the webinar, the presentation (PPT & video) will be available on the Webinar Platform.

### Contact details for more information

This webinar is an initiative of EHFCN, with the collaboration of EUIPO.

- Visit their website: <https://euiipo.europa.eu/>
- Email: [observatory@euiipo.europa.eu](mailto:observatory@euiipo.europa.eu)

### Contact person

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### Speaker

- María del Mar Baldares works at the EUIPO Observatory. She studied law and specialized in Intellectual and Industrial Property, and worked for almost a decade as a lawyer and legal expert in intellectual and industrial property matters. She has been working at the EUIPO for 10 years, currently at the Observatory where she specializes in Enforcement and SMEs. María is involved in several projects including the development of the Anti-counterfeiting Technology Guide. to help companies understand which technologies can help them to protect their products against counterfeiting. María del Mar also has experience in the design and delivery of online and face-to-face training courses on intellectual and industrial property to various audiences, including police officers, customs officials and small businesses.



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