

## 2Q GENERAL MEMBERSHIP MEETING OF THE PRA

Thursday, 29 June 2017

Representing PAGASA at the PRA GMM for the 2nd Quarter at Novotel Hotel at the Araneta Center on 29 June 2017, STC listened to PRA's Legal Counsel and a partner at the Bengzon, Negre, Untalan Intellectual Property Attorneys Office, Atty. Ferdinand Negre (in coat) present very clearly "How to Use Intellectual Property to Create Value for your Retail Business." He was aptly joined by the very informative Atty. Jesus Ros-Division Chief of the Intellectual Property Office of the Philippines>an entity under the DTI. They gave very fine examples of how understanding Intellectual Property Rights can make your brands earn strong equity.

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