



## Message from the editor

We are pleased to bring you our long awaited bumper edition of **point** in electronic format. Spoor & Fisher embraces green, and as one of our initiatives to decrease our carbon footprint, we have closed the chapter on the print version of our intellectual property newsletter. Although the format has changed, **point** still brings you the latest developments, news and opinions on intellectual property in South Africa, Africa, the Middle East and the Caribbean.

South Africa, like the rest of the world, is facing testing times. We are, however, weathering the global financial hurricane and remain a leading African country. We are eagerly counting down the days to the 2010 Soccer World Cup, the biggest event ever held on the African continent and our optimism and confidence is growing. Our successful hosting of both the Indian Premier League (IPL) and the FIFA Confederations Cup has shown the world that we are indeed ready for 2010.

Spoor & Fisher, always at the forefront of significant current events, recently assisted FIFA in an ambush marketing case against a local business. Our resident intellectual property expert, Dr Owen Dean, discusses the case and provides us with a comprehensive review of the foundation which FIFA has set to protect the integrity of the 2010 Soccer World Cup and its sponsors. We shall be certain to bring you news of any developments in future editions as the momentum to 2010 builds.

Other interesting features include a commentary on a contempt of court application in the context of a registered design, managed by our Patent Litigation department; an overview of the Plant Breeders' Rights Act; an examination of the amendments to the Biodiversity Act and a discussion of the Registrar of Trade Marks' guidelines on non-traditional trade marks.

Further afield in Africa, Craig Kahn presents a photo-based profile on intellectual property offices on the continent. Mac Spence, our Jersey Island based boffin, continues to work tirelessly to investigate and report on intellectual property facts in Africa and the surrounding islands.

Our segment *To the point*, features intellectual property alerts to keep you on top of developments on the international scene. As our clients and associates span the globe we keep our eyes peeled on international intellectual property developments. *Making our mark* contains lively accounts of intellectual property conferences where our people played a key role. Look out for our coverage of Spoor & Fisher's latest MIP award as South Africa's leading intellectual property law firm, for the second year in a row.

We hope that you enjoy reading this newsletter as much as we enjoyed compiling it. Please feel free to contact myself, Shamin Raghunandan, at [s.raghunandan@spoor.com](mailto:s.raghunandan@spoor.com) or our marketing manager, Christel Botha at [c.botha@spoor.com](mailto:c.botha@spoor.com) with any suggestions or comments.

Finally, a big thank you goes to Vishen Pillay and Joseph Lin for their valuable assistance.



IP in Africa