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Message from the editor

There are less than 40 days until the kick-off of the 2010 FIFA World Cup. For those who have been following the media reports, you will know that the build up has not been without its fair share of controversy. It is also reasonable to say that emotions across the nation are mixed. Whether fellow South Africans are excited or filled with apprehension, we cannot deny that a premier world event will soon begin and history will certainly be made. Although I wish that I had the gift of foresight I cannot envisage how the 2010 FIFA World Cup will play out and what impact it will have on the country. What I can say is that we are expecting soccer euphoria, nail biting matches and hoping for a warm welcome and safe stay to all our visitors.

This being the first edition of Point for 2010, we have used the hallmark 2010 FIFA World Cup as a platform to present you with an in-depth look at South Africa's intellectual property legislation, in particular our Copyright Act, the ASA Code of Advertising Practice, the ASA Sponsorship Code and our Ambush Marketing provisions. For those at the far corners of the globe who have not yet heard the loud and piercing sounds of the vuvuzelas, we have featured an article from an intellectual property ownership standpoint on this instrument. The 2010 FIFA World Cup fever aside we also provide you with a detailed look at Globalization and its effect on South African Patent Law and the Protection of Stem Cell Inventions in South Africa.

A special mention to Brendan Mullin and Dr Owen Dean, following 42 and 38 years of service with the firm respectively retired at the end of February 2010. Brendan Mullin is a leading specialist in domestic trade marks and company law. Dr Owen Dean is a foremost authority in trade mark litigation, copyright law, competition law, and media and entertainment. On behalf of the firm, I convey a special thank you to both Brendan and Owen for their tremendous contributions to the field and for leaving behind a legacy of the highest standard of excellence and professionalism.



COUNTDOWN
38 DAYS
11 HOURS
27 MINUTES
26 SECONDS



IP in Africa