

# Noli IP Newsletter

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## *A Brand that is Changing our World*

*By Mariana Paula Noli, Esq.*

Last month's newsletter was dedicated to the topic of SUSTAINABLE BRANDS emphasizing how consumers prefer to spend their money on brands that

biodiversity are all consequences of our palm oil consumption. Palm oil use is exceptionally widespread with the



JABRICK – the cheeky little orangutan featured on the certification mark

preach prosocial messages, apply sustainable manufacturing practices and exercise ethical business standards.

Displacement of indigenous peoples, deforestation and loss of

majority of supermarket products containing either palm oil or one of its many derivatives. It can be found in frozen pizzas, biscuits and margarine, as well as body creams, soaps, makeup, candles and detergents. Because

## *Bye-bye Summer!*

*By Erica C. Durant*

It has been 100 degrees here in Southern California, quite frankly we may be ready for summer to be over! But what will continue after this summer is Samantha Fischer's internship with us. Yay!

Sam is the youngest daughter of our paralegal Diane and she wants to become an attorney someday. Here at Noli IP we are not only employees but we are a family. We make sure to allow the staff to know they're important to the company, it's a team effort.



As we get closer to the end of summer, our San Diego office prepares for a visit from Mariana's parents this month and Mariana and her dad's trip to Rome with the National Italian American Bar Association (NIABA) delegation in a few weeks. The staff at Noli IP wishes them a very productive and safe trip!

it is not only in our foods, but also in cosmetics, cleaning products and fuels, it's a huge source of profits for all corporations.

As a trademark specialist who is fascinated by SUSTAINABLE BRANDS and how they can reduce our impact in our environment, I want to celebrate in this edition the second anniversary of the International Palm Oil Free Certification Trademark (POFCAP) last August 19.

Two years ago, on International Orangutan Day, August 19 2017, the International Palm Oil Free Certification launched the world's first Palm Oil Free Certification Trademark in Australia.



UK palm oil free vitamin brand Viridian

The PALM OIL FREE certification mark is now Global with approval to certify brands in twenty (20) countries. POFCAP assesses products as to their palm oil free status. The

program aims to assist consumers who wish to avoid palm oil for allergy, dietary or ethical reasons when shopping for genuine, independently assessed palm oil free products and distribute 100% of profits to POFCAP's Partner NGOs working to protect rainforests.



Scottish Skincare brand Amaranthine

The trademark has been approved in 19 countries - Australia, Scotland, Spain, Ireland, Austria, England, Wales, Sweden, the USA, Italy, France, Finland, New

Zealand, Singapore, Norway, India, etc.

POFCAP celebrates its second birthday this year with 1,088 products having been Certified as PALM OIL FREE with hundreds more currently under assessment.



Infant Formula LittleOak (New Zealand)

The reduction of palm oil consumption evokes robust discussion around both health and environment. The cute cheeky little orangutan featured on the Palm Oil Free certification trademark, JABRICK, was herself sadly a victim of deforestation.

With over 80% of palm oil being produced unsustainably the concerns surrounding the impact on rainforests, wildlife and the climate crisis has seen more

people seeking products which are genuinely palm oil free.



To be genuinely a PALM OIL FREE product, it has to be assessed as such by an independent and approved certification program.

Whenever you feel discouraged or lose hope that you can do something about the damage to our environment, remember that whether you are a brand owner, who can seek for certification of your palm oil free products, or a

consumer, who can choose products that are palm oil free, you can always make a difference.

In fact, we can all make a small difference by the choices we make in our everyday life to protect people and nature. For more information, check out the link below at [www.palmoilfreecertification.org](http://www.palmoilfreecertification.org)

## *A Sustainable IP World*

*By Sergio Chacon-Hoffmann*

The Sustainable Development Goals (SDGs) as noted by the World Intellectual Property Office (WIPO) provide an ambitious roadmap directed to a renewed progress of the human race. Clearly, innovation is essential to meet these goals.

Our growing populations, well interconnected today, require us to rethink many situations that affect us, among them, climate change, preservation of natural resources, the resulting poverty, hunger, and premature mortality, to list a few.

Intellectual property rights today drive the inventive steps that result in progress, helping us meet our greatest needs and aspirations. We believe that new technologies translate themselves to economic transformation, all producing more prosperous societies around the world.

So, we could say that Intellectual Property is key in the growth of knowledge, provides financial incentives to invest or re-invest, and seeks to balance interests that compete. The World Intellectual Property Organization (WIPO) is a

key factor in this challenge. It is the specialized United Nations' agency for innovation and intellectual property.

In practical terms, WIPO is one of the oldest multilateral organizations, dating back more than 130 years to the first international treaty on IP rights, the Paris Convention for the Protection of Industrial Property of 1883, protecting intellectual property works across national borders.

As individuals working with intellectual property rights, we have a duty to the public in general in

pointing out global IP services available, the effect on international law and policy on applicant's goals, and the large number of resources available today that educates and guides us all.

A visit to WIPO's website ([www.wipo.int](http://www.wipo.int)) will point you to IP Services: Patent Cooperation Treaty System (patents); Madrid System (trademarks); Hague System (industrial designs), Lisbon System (appellations of origin)

WIPO Arbitration and Mediation Center.



Among the knowledge resources we can visit are: PATENTSCOPE, Global Brands Database, Global Designs Database, WIPO Lex, IP Statistics Data Center, Global Innovation

Index, World Intellectual Property Indicators, and World Intellectual Property Report.

Enough said for now. If you have questions or would like to receive more information about this topic, we are here to help you digest each of those points that you may need assistance with in your participation on the sustainable Development Goals (SDGs) for our planet. Feel free to contact us by sending an email to [mail@noli-ipsolutions.com](mailto:mail@noli-ipsolutions.com)

## California Lawyers Association Leadership Meeting

For the past year and a half, our founder and manager Ms. Mariana Paula Noli, has been Vice-Chair of the International Interest Group of the Intellectual Property Law Section of the California Lawyers Association (CLA).

In May, she was informed that she had been selected as part of the Executive Committee of the Intellectual Property Law Section of the California Lawyers Association. Her term will officially start this upcoming October 2019 at the IP Institute taking place in Las Vegas, Nevada.

Last month, Ms. Noli along with all other newly elected members of the CLA Sections, participated in the two-day training for the CLA Leadership in Sacramento. We congratulate all the newly elected leaders and wish them a successful and productive term.



From left to right, IP Section Leaders Mr. Lurie, Mr. Ferri, Mr. Tseng, Ms. Noli, Ms. Yu



IP Section Executive Committee Members prior CLA Leadership Training