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## [Bringing Powder to the People. The Strong IP Strategy of an Innovative Start-up in the Snowboarding Industry](#)

The present case study traces the journey of ALLWINTER Ltd., a young, visionary company active in the fast-growing snowboarding industry aiming to expand their business and build up a strong IP portfolio. You will learn more about the different Intellectual Property Rights (IPRs) attached to marketing new products in this field, and which steps need to be taken especially with regard to patenting. Apart from this, the ALLWINTER story is also a best practice example of the successful and beneficial collaboration between a start-up and an IP firm, in this case the Cambridge-based company Basck.

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