
[A case study from Thailand on IP management](#)

The World Intellectual Property Organization (WIPO) has developed a database of IP case studies aimed to describe real IP experiences of inventors, researchers and companies: the "[IP Advantage](#)".

This month, you can find in this database a new case study about a Thai company that creates household objects. Through the use of trademarks, designs and domain name protection, as well as an efficient IP management, the company has grown and increased its profits. IP is indeed, this company's ticket to innovation and competitiveness.

For more, see

<http://www.wipo.int/ipadvantage/en/details.jsp?id=2718>

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