

A smiling woman with curly hair is shown in a clothing store, looking towards the right. She is wearing a dark jacket. The background shows clothing racks and store lighting.

26 APRIL 2025

WORLD INTELLECTUAL PROPERTY DAY

What AIM does for
Intellectual Property



AIM®

EUROPEAN
BRANDS
ASSOCIATION

Brand protection



Ensuring brands
are protected now
and in the future

1



**Fights counterfeiting to
protect our consumers,
competitiveness and
creators**

Brand protection



Ensuring brands
are protected now
and in the future

**Promotes strong respect
for IP at EU and global
levels**

2



Brand protection



Ensuring brands
are protected now
and in the future

3



Supports innovation by
ensuring brands can safely
invest in new ideas through
efficient trade mark
systems

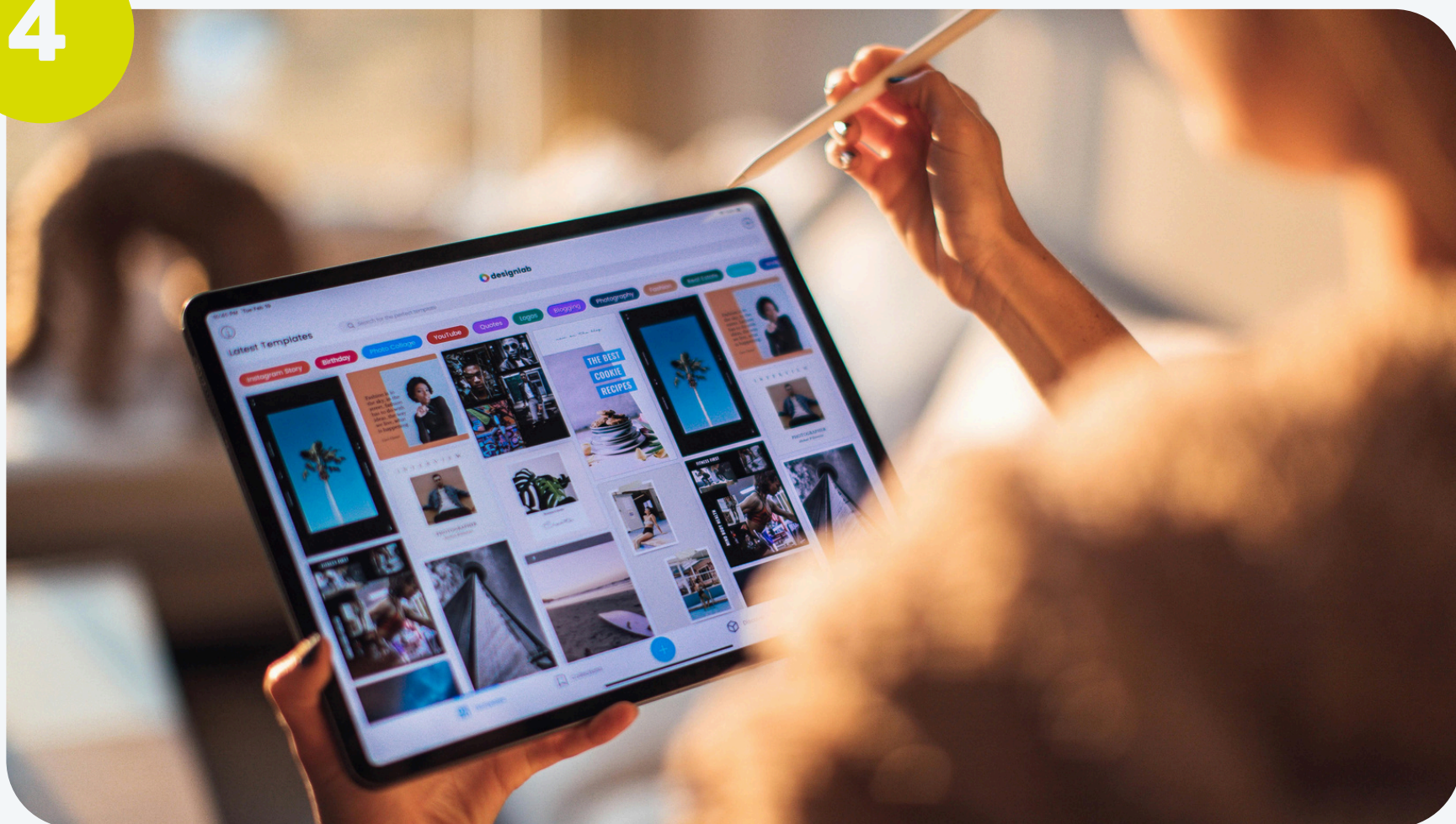
Brand protection



Ensuring brands
are protected now
and in the future

**Advocates for a fair
digital ecosystem** where
all online players take their
responsibilities seriously

4



Brand protection



Ensuring brands
are protected now
and in the future

5



**Actively participates in
public-private
partnerships with IP
offices, enforcement
authorities and stakeholders**

Brand protection



Ensuring brands
are protected now
and in the future

Combats organised crime and the illegal trade in counterfeits

6

