
Five good reasons for an APM-membership

1) We keep our eyes and ears open for you!

APM continuously watches the development of jurisdiction and legislation, novelties in security technology, events and other activities in the field of intellectual property protection. In our regular APM-Mail, we prepare the most important information for our members.

2) We hold a chair for you at our meeting table!

When APM holds subject relevant meetings, experts from leading corporations or their lawyers are sitting at a table together. In this atmosphere, valuable information can be shared. APM regularly conducts closed and open events with presenters from politics, administrations and corporations on current topics. If desired, APM may coordinate joint actions and help save costs.

3) We know more together!

APM-members have access to a priceless information network. Be it a reliable lawyer in Morocco or a provider of suitable holograms – if we do not have the information at hand, one or more of our helpful members will have a solution.

4) We open doors for you!

APM is in a position to credibly represent the interests of right holders of all classes of businesses on a national, European and international level. Based on our long lasting and professional cooperation with administrations, ministries and European institutions, we are able to present our members' problems where they will be heard.

5) We encourage you!

The demand determines the supply. Only by turning our attention to the demanding side as well, we may be successful in combating product- and trademark piracy. Some companies are facing a dilemma at this point: on one hand, the educational approach is appreciated – on the other hand, their own brand shall not be presented with a negative connotation. With our campaign 'Schoener Schein. Dunkler Schatten' ('Nice Looks. Dark Shadows'), APM offers an intersectoral and neutral display on the damages and risks regarding counterfeits. Our supporters do not stand alone but are part of a strong community of committed corporations actively joined in combating counterfeiting and taking their social responsibility seriously.