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Max Oker-Blom is Adjunct Professor at the Hanken School of Economics in Helsinki, Finland. Before returning to the academic field, where he started his career, he worked for almost two decades as Senior Vice President, legal, at Fazer group, a Nordic food service group of companies. Previous to that he was a Tax Partner with Price Waterhouse Coopers. He holds a PhD in Economics and a Licentiate degree in Law (LL.Lic.). He is past President of ECTA and currently ECTA Secretary General and a member of the Law Committee in addition to being active in several local IP and Law associations. He writes and publishes articles regularly on matters related to intellectual property rights