

Microsoft pilots 4Afrika IP Hub in Kenya

In an aim to give developers and independent software retailers the means and expertise necessary to grow, protect and monetise their products and services, Microsoft has launched the 4Afrika Intellectual Property Hub portal in Kenya.



For more:

- Screen Africa: [Microsoft 4Afrika IP Hub launched...](#) According to the report on Screen Africa, Africans who are uninformed about filing IP protection can be intimidated by the process. The [4Afrika IP Hub](#) therefore aim to "address these problems by providing user friendly, streamlined and digitised procedures, while educating young innovators about the importance of protecting their works."

Louis Otieno, Director for Legal and Corporate Affairs at Microsoft 4Afrika said, "The Microsoft 4Afrika innovation goal is to bring to market and help African start-ups monetise their innovations and ideas, and allow them to make the right connection with investors. Protecting intellectual property ultimately leads to wealth creation and economic growth, and encourages development of knowledge-based industries. We designed the IP Hub to play a critical role in empowering African innovators and spurring this growth."

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