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Dr. 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, in addition to being Secretary General of the Coordination Committee of the Nordic IP Associations and a member of the Board of the Finnish IP Association. He writes and publishes articles regularly on matters related to intellectual property rights.