

INVITATION | WEBINAR

Influencer Marketing and Intellectual Property

Presented by WILA and Copyright Committees of LES SA

Date **22 May 2025** | Time **17:00 SAST** | Venue **Webinar**

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Abstract *In the digital economy, influencer marketing and intellectual property are inextricably mixed. Influencers are currently key players in the marketing industry, and it comes as no surprise when products or services “go viral” as a result of their promotion through influencers on social media platforms. Big and small brands collaborate with influencers and leverage influencers’ reputations to ensure relevance in the current marketplace. These collaborations present opportunities and challenges for brand owners and influencers. Join us for an event to explore the interplay between social media marketing, influencing and trademarks.*



Influencer Marketing and Intellectual Property

S P E A K E R S

Femke van Dyk (Moderator)

Partner, Trade Marks Department



Femke van Dyk brings extensive experience in intellectual property law, focusing on trade mark prosecution. She specialises in conducting trade mark searches, filing applications, attending to recordals, and maintaining trade marks both in Africa and globally. Femke

is adept at drafting and negotiating license and commercial intellectual property agreements. Her practice includes proceedings before the Registrar of Trade Marks, the Companies Tribunal, the High Court of South Africa, and the Advertising Regulatory Board. Femke earned her LLB from the University of Pretoria (2010), was admitted as an attorney in 2013, and qualified as a Trade Mark Practitioner in 2015. She is a member of the Legal Practice Council and the Licensing Executives Society (LES). Additionally, Femke is involved with the National Small Business Chamber of South Africa and was a speaker at the 2019 Business Show. [Adams & Adams](#)

Angeli Marais

Entrepreneur, Influencer,

Founder and Owner of Novella & Co



Angeli is a born entrepreneur having started her first business at the age of 10. After matriculating from Pretoria Girls high, Angeli was supposed to take a gap year but elected to start a modelling agency, Flawless South Africa, for girls between 5 and 15. This agency has since grown

into one of the country's biggest agencies of its type. Angeli then completed her BCom in Logistics at the University of Pretoria and shortly after graduation started importing patented hair products into South Africa. Due to the quality of her product, exceptional services delivery and high demand, Angeli started Novella & Co, a one-stop beauty salon with almost 30,000 followers! Some of Angeli's clients include former Miss World, Rolene Strauss and Alette Winckler. She also recently started a networking platform for women in business, namely Femme Tank, which enables women to dream, learn and prosper.

Marcelle Samons

Associate, Trade Mark Prosecution Department



Marcelle Samons is an associate in the Trade Mark Prosecution Department at Adams & Adams. She completed both her BA Law (cum laude, 2019) and LLB (2021) degrees at North West University. Marcelle served her practical vocational training at Adams & Adams, gaining experience

in both the Trade Mark Prosecution and Trade Mark Litigation departments. Admitted as an attorney in 2024, she assists clients with a broad range of intellectual property-related matters, focusing on trade mark clearance searches, filings, prosecution, registration, and portfolio management across the African continent. [Adams & Adams](#)

Alicia van der Walt

Partner, Trade Marks Department



Alicia van der Walt is a seasoned partner at Adams & Adams, specialising in trade mark registration and portfolio management across South Africa, the African continent, and various international jurisdictions. Her expertise encompasses clearance, availability, registrability

and infringement searches, trade mark prosecution, recordal, and maintenance matters. Alicia represents high-profile South African and international clients, ensuring robust protection of their trade mark interests. She holds an LLB from the University of Johannesburg (2007) and a Certificate in Business Writing and Legal Documents from the University of Cape Town, where she graduated cum laude (2009). Admitted as an attorney in 2010, Alicia became a qualified Trade Mark Practitioner and Fellow of the South African Institute of Intellectual Property Law (SAIIPL) in 2013. She actively contributes to the legal community as a member of the Legal Practice Council and serves on the SAIIPL Trade Mark Law Committee. Alicia is also a lecturer for the SAIIPL exams and a guest lecturer at the University of Pretoria and the University of the Western Cape.