

**2023 CPR International Mediation Competition Problem**

**Round 1 – “Outside Launch”<sup>1</sup>**

**INFORMATION FOR THE MEDIATOR**

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**GENERAL INFORMATION:**

In the days ahead of the mediation session, both parties started to heat up the tone of their positions with a rapid exchange of notifications. Rumors of BeGlam launching its own platform outside the WeSell partnership gained traction. Gossip tech magazines stated the platform would start in Brazil since it is the second most promising market for social media. AliSell-a, on the other hand, sought an emergency injunction against the launch of the BeGlam platform, alleging that it was a severe breach of contract.

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