

- ➔ The CIPC will closely monitor and provide input on the Canada/EU negotiation process and will participate in international and domestic meetings to ensure that the interests of Canadian business are properly represented.
- ➔ The CIPC will continue to lobby for legislative reforms, such as the adoption of a new copyright bill and the empowerment of border officials with the ability to search and seize suspected counterfeit and pirated materials.
- ➔ The CIPC will increase its strategic partnerships with external organization such as the Accelerator Centre, Osgoode Law School, the International Chamber of Commerce and the Canada-EU Roundtable.
- ➔ The CIPC will continue to increase its membership to ensure its ability to act as the central voice for Canadian businesses that rely on IPR.



The Canadian Intellectual Property Council



Get Involved:

IP theft has been described as the crime of the 21st century and affects almost every sector of the Canadian economy. Canadian consumers are increasingly at risk from the countless counterfeit goods that are streaming through our borders while legitimate businesses suffer from loss of revenue due to IP theft. It is time for the Canadian government to take the necessary action to protect Canadians and Canadian business. There are many ways to get involved with the fight for stronger IPR in Canada. To find out more contact:

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An affiliate of

Who We Are:

The Canadian Intellectual Property Council (CIPC):

- Founded in 2008 and is backed by the Canadian Chamber of Commerce.
- Presses for the adoption of stronger intellectual property rights (IPR) protection both in Canada and worldwide.
- Lobbies the government to adopt the necessary legislation and provides the resources to combat the rampant infringement of IPR in Canada.
- Represents a broad spectrum of industries, all of which rely on IPR for their success.
- Promotes a better understanding of the importance of IPR for continued economic prosperity and competitiveness.

Our Mandate:

Canada lags in terms of the protection of IPR, a trend that has resulted in negative economic impacts and poses a threat to the health and safety of Canadian consumers. It is essential that the Canadian government adopt policies that will stimulate Canada's knowledge based economy, thereby facilitating job growth and promoting innovation in these industries. Canada must provide a competitive IPR environment which will attract investment and allow Canadian businesses to grow and flourish. The adoption of stronger protection for IPR in Canada is also essential to protect Canadian consumers from the dangers of counterfeit goods.

Every year that passes without the adoption of the proper legislation, more Canadians are exposed to harmful counterfeit products, which in some cases have been linked to organised crime, serious illness and death.

Advocacy:

The CIPC is dedicated to promoting awareness of the importance of IPR among the general public, the business community and the government.

Accomplishments:

- The CIPC sent letters to all Conservative and Liberal Members of Parliament to lobby for the adoption of a new copyright bill. Through its ties with the Canadian Chamber of Commerce, the CIPC was able to get local Chambers to talk to their Members of Parliament about the importance of IPR. Due to the work of the CIPC, 2008 saw the acknowledgement by the government of the importance of IPR in the November Speech from the Throne and the launch of copyright consultations in the summer of 2009.
- Since its creation, the CIPC has sponsored and hosted successful IP events including an IP forum in the fall of 2008 and an Illicit Trade event in the winter of 2009. The CIPC has provided funding for research studies and polling on IPR.
- The CIPC has worked closely with the University of Waterloo and Osgoode Law School at York University to promote IP awareness among academics and the Canadian business community.
- In February 2009, the CIPC launched its inaugural White Paper - *A Time for Change: Toward a New Era for Intellectual Property Rights* in Canada. The report was widely distributed in Canada and



internationally. The CIPC has actively participated in international meetings and conferences to ensure that the

Canadian voice is heard on IPR matters and to promote awareness of IPR issues.

- The CIPC has provided comments on various IP related papers and studies, including research undertaken by the *Organisation for Economic Co-operation and Development* (OECD) as well as on the *Anti-Counterfeiting Trade Agreement* (ACTA) process.
 - The CIPC had launched its Official website to serve as the focal point for information on IPR: www.ipcouncil.ca.
- ## Goals:
- The CIPC will increase its efforts to promote awareness and improve education concerning Canada's IPR regime by organizing and hosting education seminars with local chambers and law enforcement agencies.