



The Canadian Intellectual Property Council
Conseil canadien de la propriété intellectuelle

World Anti-Counterfeiting day highlights IP crime threats

Ottawa, June 8, 2010-Each year, the Global Anti-Counterfeiting Network celebrates World Anti-Counterfeiting Day to highlight the threats posed by intellectual property (IP) rights crimes.

The global market in counterfeit products traffics far more than just luxury goods. Every year, billions of dollars are diverted away from legitimate businesses and governments by the trade in fake electronics, personal hygiene products and pharmaceuticals. This has public safety and financial consequences for Canadians and Canadian businesses.

A study conducted by the International Chamber of Commerce shows that 80 per cent of consumers buy counterfeit goods with little remorse. However, they tend to change their habits when they understand the risks these purchases pose to their health and safety. Moreover, counterfeit goods are known to fund organized crime and harm honest Canadian businesses.

Since its creation in May 2008, the Canadian Intellectual Property Council (CIPC) has advocated for stronger protection of intellectual property rights in Canada. Current Canadian legislation does little to stop the endless stream of counterfeit products and immediate reforms are required.

The CIPC urges businesses, consumers and governments to join forces to increase awareness of, and protection against, this crime that continues to present health and safety hazards to Canadians.

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