



Business coalition stresses need for better protection of intellectual property rights

Toronto, May 26, 2008 – The Canadian Chamber of Commerce announced today the creation of the Canadian Intellectual Property Council, a coalition of Canadian businesses from a wide range of industry sectors, stressing the need for a review of Canada's current intellectual property regime to better recognize the importance of protecting and enforcing intellectual property rights in today's global economy.

The Canadian Intellectual Property Council will actively promote an improved environment in Canada for businesses engaged in innovation and intellectual property by raising the profile of intellectual property rights among key policy makers in the government and with the general public, and in turn, firmly position Canada as a strong supporter of innovation. As a first step, the Canadian Intellectual Property Council has funded research undertaken by the Conference Board of Canada regarding the lack of appropriate intellectual property protection in Canada.

"We are pleased to launch this important initiative," said Perrin Beatty, President and CEO of the Canadian Chamber of Commerce. "This is a positive step toward achieving much needed improvement in Canada's intellectual property regime, encouraging innovation and ensuring global competitiveness for Canadian companies."

"It is essential that the federal government strengthen the current legislative framework by clearly stipulating trade-mark counterfeiting as a specific criminal offence under the Trade-marks Act; amending the Criminal Code to criminalize intentional possession of counterfeit goods for the purpose of sale; imposing severe penalties to deter offenders and allow police to seize income and property derived from copyright piracy" he added.

"It is also imperative for the government to introduce long-anticipated copyright legislation and implement the World Intellectual Property Organization treaties that will bring Canada's internet rules up to international standards" concluded Mr. Beatty.

The initial members are: Cisco Systems Canada Co.; Canada's Research-Based Pharmaceutical Companies; Canadian Recording Industry Association; Pfizer Canada; The Canadian Motion Picture Distributors Association; Sanofi-Aventis Canada Inc.; Microsoft Canada Co.; Imperial Tobacco Canada; Osler, Hoskin & Harcourt LLP; GE Canada; Louis Vuitton; Association of Canadian Distillers; eBay Canada; and Unilever Canada Inc. The coalition is looking to reach out to other Canadian businesses interested in joining this important initiative. The Canadian Intellectual Property Council initiative also works closely with the International Chamber of Commerce.

Canadian businesses are not alone in advocating for better protection of intellectual property. A recent national survey conducted by Nanos Research shows that 80% of Canadians polled support the protection of intellectual property rights for those that make discoveries and inventions or are creating new products.

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