

## **CIPC celebrates World Intellectual Property Day**

**Ottawa, April 26, 2010** - The 10<sup>th</sup> anniversary of World Intellectual Property (IP) Day is a great occasion to celebrate the link between IP and creativity and to stress the importance of a healthy IP regime for economic growth.

The Canadian Intellectual Property Council (CIPC) and the Canadian Chamber of Commerce network are working together to raise awareness by hosting IP seminar in communities from coast to coast. The importance of IP in Canada is often underestimated and today is a great opportunity to reassert how important IP is to the country.

In Canada, tens of thousands of jobs rely on an accurate protection of IP rights, whether it's in the pharmaceutical industry, in music, in entertainment productions, the electrical products industry and general manufacturing or academic research, IP creates jobs and stimulates investment. Canada has the potential to be a world leader in innovative fields but only if the current legislation is updated.

“We're hopeful, that the government will soon act to better protect copyrighted works and protect Canadians from harmful counterfeit goods that are flowing through our borders”, stated Bob Weese, Chair of the CIPC. “We need to get our house in order to be on a level playing field with our international partners.”

A strong IP regime is critical to take advantage of IP and to retain IP holders in the country. Most developed countries have updated their legislation to better protect innovation and creators; they've also ratified the WIPO Internet Treaties which hasn't been done by Canada to this date.

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