



**Canadian
Intellectual Property
Office**

An Agency of
Industry Canada

**Office de la propriété
intellectuelle
du Canada**

Un organisme
d'Industrie Canada

Canadian Intellectual Property Office (CIPO)



Intellectual Property for Business

Windsor, February 23rd, 2010

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Canada





Topics

1. What is Intellectual Property (IP) and why does it have strategic value?
2. What is Canadian Intellectual Property Office (CIPO) and how can CIPO help?
3. How can I leverage IP?



What is IP?

IP refers to creations of the mind such as inventions, literary and artistic works, symbols, names, pictures designs and models used in business.



Trade Secrets

Any confidential information used that gives a competitive advantage, and that can be kept a secret.

- Specific product information

**formula, pattern,
device, compound,
process**

- Business information

**customer or supplier lists,
pricing, business plans,
know-how**

- Protected by confidentiality and licence agreements
- Protection lasts forever, as long as confidentiality is maintained.



Patents and Trade-marks

Patents	Inventions: <ul style="list-style-type: none">•new•useful•inventive	exclusive rights for 20 years
Trade-marks	Goods & services: <ul style="list-style-type: none">• word• symbol• design	exclusive rights renewable indefinitely

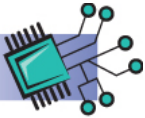


Copyrights, Industrial Designs

Copyrights	<ul style="list-style-type: none">•literary•dramatic•musical•artistic	exclusive rights for life of authors, plus 50 years (in general)
Industrial Designs	<ul style="list-style-type: none">•ornamentation•shape•pattern•configuration	exclusive rights up to 10 years



Summary of IP forms



	Protects	Application required	Term
Trade Secrets	Confidential information	N/A	indefinite
Patents	Inventions	yes	20 years
Trade-marks	Words, logos, slogans	recommended	15 years, renewable
Copyrights	Writings, music, art, plays, etc.	recommended	life + 50 years (many exceptions)
Industrial Designs	Visual features	yes	up to 10 years



Why does IP have strategic value?

IP allows you to:

- Give yourself an edge over the competition
- Turn your ideas into valuable assets
- Find out what's new in the marketplace



What is CIPO ?

- CIPO administers IP in Canada
- CIPO promotes the IP system and data
- CIPO supports Canada's IP interests abroad



How can CIPO help?

- CIPO's products and services can help your business understand, protect and leverage your IP
- CIPO offers key IP resources and comprehensive databases
- CIPO provides a list of accredited IP agents



CIPO's products and services for all IP levels

- Website
- Databases
- Guides & Manuals
- Client Service Centre
- Business Development Officers
- Trade shows
- E-service



How can I leverage IP?

- Learn about IP
www.cipo.ic.gc.ca/learnaboutip
- Use the competitive intelligence available in IP databases www.cipo.ic.gc.ca
- Protect, use and manage your IP assets strategically
 - Consult an IP professional



CIPO's Educational Project

- 7 case studies on IP were developed in collaboration with McMaster University
 - Realistic scenarios that students might encounter in a work setting
 - Case material include an instructor`s guide and other supporting material
 - Cases tested with engineering, science and business students (colleges & universities)



CIPO – Connecting you to IP

www.cipo.ic.gc.ca

Client Service Centre

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