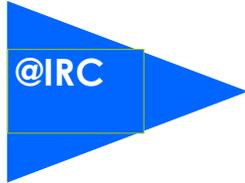


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World Intellectual Property Day 2009

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The U.S. Embassy's Information Resource Center is pleased to offer you an "Issue-in-Focus" on Economics and Trade.

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On World Intellectual Property Day, the Department of State joins the international community in celebrating the creativity and innovation that bring about a better life for all, as well as the recognition and protection of intellectual property rights that help make this possible.

This year's theme, "Promoting Green Innovation," emphasizes the intellectual property system's role in advancing the development of green technologies and eco-friendly products that support a healthy environment and promote sustainable agricultural and economic development.

-- Statement by [Robert A. Wood, Acting Spokesman, U.S. Department of State](#)

Most people are aware of copyrights, patents, industrial designs and trademarks; however, many still view these as business or legal concepts with little relevance to their own lives. To address this knowledge gap, World Intellectual Property Organization (WIPO) member states, decided in 2000 to designate an annual World Intellectual Property Day. They chose April 26, the date on which the Convention establishing WIPO originally entered into force in 1970. In 2009, the theme of World IP Day is "Promoting Green Innovation" as the key to a secure future.

The United States believes strongly in the value of protecting intellectual property rights. Protection of intellectual property fosters economic growth, provides incentives for technological innovation, and attracts investment that will create new jobs and opportunities for all their citizens. The United States stands ready to work with others to promote such protection.

OP-ED: INNOVATION GOES GREEN WITH THE SUPPORT OF INTELLECTUAL PROPERTY BY AMBASSADOR ERIC G. JOHN



On April 26, the World Intellectual Property Organization and the international community will observe the ninth annual World Intellectual Property Day to raise international awareness about the importance of intellectual property to our wellbeing. This year's theme, "Promoting Green Innovation," emphasizes the importance of intellectual property (IP) to advancing the development of green technologies and eco-friendly products that support a healthy environment and promote sustainable agricultural and economic development. (Click here to read more in [English](#) || [Thai](#))

GREEN INNOVATION



[Observations on Innovation and Intellectual Property](#) - Human activity, including decades of technological development, has damaged our planet. And human activity redirected into green innovation — environmentally friendly technology — holds the solution. Frank Pietrucha reports this is the message on World Intellectual Property Day.

FUN FACTS AND FEATURES



[The Arts and Copyright](#) [PDF format; 2.28 MB] - Using simple terms and illustrations, the workbook brings the concepts which underpin copyright within easy grasp of young students. A central section of the book explains how copyright limitations and the public domain provide a balance between the rights of creators and the public interest in accessing and using their works. The final chapter explores different forms of copyright infringement, from plagiarism to illegal file sharing, touching also on digital rights management.



[Inventions and Patents](#) [PDF format; 2.01 MB] - Combining fun with facts, and packed with illustrations, the publication takes its young readers on a colorful journey through the world of inventions and patents. Simple explanations of how patents work, why we need them, and how they contribute to scientific and technological progress, are interspersed with the stories behind successful inventions.

IPR AND TRADE

USTR Focus on Intellectual Property and Innovation – Office of the United States Trade Representative (USTR) recognizes the critical importance of intellectual property and innovation to the enhanced productivity and future growth of the U.S. economy. The Office of Intellectual Property and Innovation at USTR uses a wide range of bilateral and multilateral trade tools to promote strong intellectual property laws and effective enforcement worldwide.

Intellectual Property Rights and International Trade (October 20, 2008; 55 pages)

- This report provides background on intellectual property rights (IPR) and discusses the role of U.S. international trade policy in enhancing IPR protection and enforcement abroad.

INTELLECTUAL PROPERTY MULTIMEDIA



The Piracy Terminator (0.43 min)

Arnold Schwarzenegger and Jackie Chan, engaged in a high speed chase, ask consumers not to purchase pirated media.

WEB RESOURCES

Office of the U.S. Trade Representative Office (USTR)
<http://www.ustr.gov/>

The United States Patent and Trademark Office
www.uspto.gov/

Strategy Targeting Organized Piracy (STOP!)
<http://www.stopfakes.gov/>

U.S. Copyright Office
<http://www.copyright.gov/>

Bureau of Economic, Energy, Business Affairs: Intellectual Property Enforcement
<http://www.state.gov/e/eeb/tpp/c22886.htm>

U.S. Department of Justice's Computer Crime and Intellectual Property Section (CCIPS)
<http://www.cybercrime.gov/ip.html>

World Intellectual Property Organization (WIPO)
<http://www.wipo.int/ip-outreach/en/ipday/2009/>