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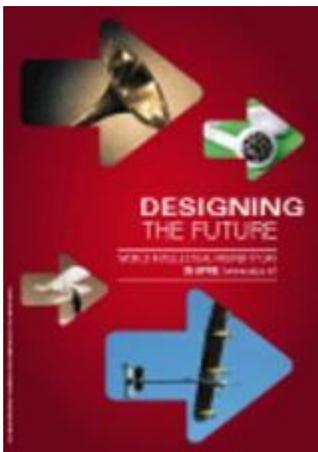
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## World Intellectual Property Day 2011

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APRIL 26, 2011



April 26, 2011 marks the 11th anniversary of World Intellectual Property (IP) Day, and the 41st anniversary of the entry into force of the Convention establishing the World Intellectual Property Organization (WIPO). World IP Day is celebrated each year with activities, events and campaigns designed to help raise international awareness about the importance of intellectual property.

This year's World IP Day theme, "Designing the Future," highlights IP's role in promoting the innovative and entrepreneurial endeavors of today that will help provide the technologies, products, and creative works of tomorrow.

### MESSAGE FROM WIPO DIRECTOR GENERAL FRANCIS GURRY

"On World Intellectual Property Day 2011 WIPO joins governments, organizations, schools and enterprises around the world in celebrating the designers today, who are designing the future." [Read the full transcript.](#)

### U.S. COMMITMENT: IPR PROTECTION



[Ambassador Kenney and World IP Day 2011](#) (April 26, 2011) - In honor of World IP Day and to raise awareness of how patents, copyright and trademarks impact on daily life, U.S. Ambassador to Thailand Kristie Kenney sends her support to Thai and American creators and encourages respect for the IP rights of others. [Watch the video.](#)

[U.S. Government Efforts to Combat Intellectual Property Theft](#) (January 13, 2011) - Matthew H. King, Deputy Director for Homeland Security Investigations, National IPR Coordination Center, explains why IP is important: "It's because IP theft, intellectual property theft, is a global problem. Intellectual property moves across borders by definition, and that's where we step in. We've demonstrated a link between IP theft and other criminal activities to include transnational organized crime." [Read more.](#)

## **DESIGNING THE FUTURE**

[Understanding Copyright and Related Rights](#) - This booklet is intended to provide an introduction for non-specialists or new-comers to the subject of copyright and related rights. It explains in layman's terms the fundamentals underpinning copyright law and practice. It describes the different types of rights which copyright and related rights law protects, as well as the limitations on those rights. And finally it briefly covers transfer of copyright and provisions for enforcement.

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