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An ICC initiative
BASCAP
Business Action to Stop
Counterfeiting and Piracy

MEDIA RELEASE

ICC's BASCAP launches *Intellectual Property Guidelines* in China

Guangzhou, China, 27 October 2009 –The International Chamber of Commerce's BASCAP group today launched a set of intellectual property (IP) guidelines designed to help businesses manage copyright and branded materials and deter trade in counterfeit and pirate goods.

The *Intellectual Property Guidelines for Business* was released in Chinese during a special session at the Pearl River Delta International Forum on Innovation and Intellectual Property. The *IP Guidelines* provides information to businesses on practical steps that they can take to protect their own innovation and creativity in IP-based products and services, as well as to protect against the risk of using counterfeit materials or infringing other companies' IP rights.

ICC's Business Action to Stop Counterfeiting and Piracy initiative (BASCAP) launched the *IP Guidelines* in cooperation with the Global Intellectual Property Coalition, who sponsored the Forum.

Copyright and branded goods are an important part of every modern economy. The most innovative and advanced sectors rely heavily on IP to support innovation in their own products and services. Nearly every enterprise today uses or produces some form of IP in its business – from its own trademarks on products, to copyrighted publications, music, video or software, to branded goods or services of all types.

The ICC/BASCAP *IP Guidelines* will help companies to assess the effectiveness of their IP management policies, and to consider new options for improving performance and managing the risks associated with counterfeiting and piracy. The *IP Guidelines* deals with IP management in all its forms within companies, from IP development to component sourcing, manufacturing, wholesaling, retailing, relations with intermediaries and handling of third parties' IP.

“Counterfeiting and piracy of copyright and branded goods are a US \$700 billion worldwide problem which hurts not only consumers but also businesses and the overall economy,” said Victor Chu, Executive Board member of the International Chamber of Commerce and Chairman of First Eastern Investment Group.

“While most of our efforts at ICC are concentrated on communicating to governments the importance of intellectual property and the critical need to protect it against counterfeiting and piracy, we emphasize that everyone has a responsibility to protect IP, including consumers, the media and actors throughout the supply chain.” He also said: “Good laws and government enforcement are crucial to combat this problem, but there is a lot that businesses can do to protect their own creative and innovative products, and to avoid the risk that their supply chain or company operations have been compromised by infringing items.”

Phil Wright, Global Head of Brand Protection at Cisco, explained: “The IP guidelines are designed to be useful to a wide range of businesses in different sectors, and are suitable to be tailored to deal more specifically with particular industries or sectors. We hope the launch of the ICC-BASCAP *IP Guidelines* will introduce Forum participants and government officials to the guidelines and encourage the adoption of good IP management practices as part of corporate and public policies.”

According to Allen Dixon, Managing Director, International Intellectual Property and Technology Consulting: “Respect for intellectual property helps to improve economic competitiveness. The global trade in fakes does exactly the opposite – it hurts consumers, businesses and the economy in every country.”



“In addition to today’s public launch, an important part of the educational process is to distribute the *IP Guidelines* to companies around the world,” said Jeff Hardy, ICC’s BASCAP Coordinator. “We have released the guidelines in English, French, Spanish, Portuguese, Arabic – and now Chinese. Governments have an important role to play in combating counterfeiting and piracy, but we also work with companies large and small to help the business community itself to manage and protect intellectual property more effectively.”

Mr Chu added that guarding against IP crime has not commanded the attention, the respect, the resources or the public policy response that is necessary. “Now is not the time to look the other way – not here [in China], not anywhere else in the world. Greater investment in – and protection of – IP is more critical than ever to reverse the economic downturn and maintain social stability.”

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About the *IP Guidelines*

Intellectual Property (IP) Guidelines for Business is intended to provide information to businesses on practical steps they can take to assess the effectiveness of their IP management policies, particularly in the area of copyright and trademark; to help protect their own IP; and to consider new options for improving performance and managing the risks associated with counterfeiting and piracy. The guidelines address internal IP use, supply chain practices, relations with intermediaries, and the handling of third-party IP. They deal with IP management in all its forms within companies, from IP development to component sourcing, manufacturing, wholesaling, retailing and internal corporate use. For more information and a copy of the *IP Guidelines for Business*, visit: www.iccwbo.org/bascap

About BASCAP

The drain on businesses and the global economy from counterfeit goods and piracy of intellectual property is of great concern to ICC member companies worldwide. Business Action to Stop Counterfeiting and Piracy (BASCAP) is an ICC initiative that unites the global business community across all product sectors to address issues associated with intellectual property theft and to petition for greater commitments by local, national and international officials in the enforcement and protection of intellectual property rights.

About the International Chamber of Commerce

The International Chamber of Commerce (ICC) is the largest, most representative business organization in the world. Its hundreds of thousands of member companies in over 120 countries have interests spanning every sector of private enterprise. The fundamental mission of ICC is to promote trade and investment across frontiers and help business corporations meet the challenges and opportunities of globalization. Its conviction that trade is a powerful force for peace and prosperity dates from its origins in 1919. For more information about ICC, please visit: www.iccwbo.org