



**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

Canada 

CIPO  OPIC



# 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 generally 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

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

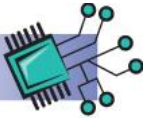


# Copyrights, Industrial Designs

Copyrights	<ul style="list-style-type: none"><li>• <b>literary</b></li><li>• <b>dramatic</b></li><li>• <b>musical</b></li><li>• <b>artistic</b></li></ul>	exclusive rights for life of authors, plus 50 years (in general)
Industrial Designs	<ul style="list-style-type: none"><li>• <b>ornamentation</b></li><li>• <b>shape</b></li><li>• <b>pattern</b></li><li>• <b>configuration</b></li></ul>	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](http://www.cipo.ic.gc.ca/learnaboutip)
- Use the competitive intelligence available in IP databases [www.cipo.ic.gc.ca](http://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](http://www.cipo.ic.gc.ca)

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