



GIPC

Global Intellectual Property Center

U.S. CHAMBER OF COMMERCE

OUR MISSION

To champion intellectual property (IP) rights as vital for **creating jobs, saving lives,** advancing global **economic growth,** and generating **breakthrough solutions** to global challenges.

www.theglobalipcenter.com

OUR INITIATIVES

GIPC leads efforts worldwide to protect innovation and creativity by promoting strong IP rights and standards. This endeavor begins in Washington, D.C., and extends to countries and international organizations around the world. Through a variety of programs and activities, GIPC works to achieve the following objectives:

Communicate the values of IP and build a broad and diverse coalition for IP protection

- Develop materials that demonstrate the importance of IP to jobs and development in the United States and abroad.
- Educate policymakers and build their support in the U.S., multilateral organizations, and key markets.

Ensure the United States has 21st century IP protections and effective enforcement measures

- Highlight the harmful nature of online IP theft and create recognition that improved protection of IP is needed online; laud implementation of existing and new voluntary agreements.
- Secure dedicated resources for IP enforcement and the enactment of legislation to improve the effectiveness of U.S. intellectual property enforcement agencies.
- Promote legislation that strengthens IP rules and enforcement and provides additional resources for IP enforcement.

Promote modern-day IP protection and enforcement systems abroad

- Advance effective IP protection and enforcement through trade agreements, including through promotion of a high-standard IP chapter in the Trans-Pacific Partnership (TPP) Agreement.
- Seek vibrant IP protection and effective enforcement in key markets, i.e., Brazil, Canada, China, India, Mexico, Russia, and Ukraine.

WHY ARE IP RIGHTS IMPORTANT?

In the 21st century, innovation and creativity remain the driving forces behind global competitiveness and our economic future. IP contributes enormously to America's national and state economies. The adequate protection of patents, trademarks, and copyrights for innovators and creators fuels innovation and creativity. Additionally, consumers count on IP to ensure that they are purchasing safe, guaranteed products.

IP Promotes Economic Growth

- **55.7 Million Jobs**—IP-intensive industries supply 46% of the private sector employment in the United States.
- **\$5.8 Trillion in U.S. Output**—IP makes up 38% of total U.S. GDP, proving to be a cornerstone of economic progress and development.
- **74% of Total U.S. Exports**—IP drives international trade and contributes \$1 trillion to the U.S. trade balance.
- **30% Higher Wages**—On average, U.S. IP-intensive industries pay \$50,576 per worker compared with the national average of \$38,768.

Source: Global Intellectual Property Center, "IP Creates Jobs for America," NDP Consulting, May 2012.

IP Encourages Innovation and Rewards Entrepreneurs

- IP rights provide entrepreneurs incentives to keep pushing for new advances by assuring them that their creations will be protected.
- IP rights facilitate the free flow of information by sharing the protected know-how critical to the original, patented invention. In turn, this leads to new innovations and improvements on existing ones.
- America's Founding Fathers recognized the importance of innovation and creativity and ensured that strong IP rights for inventors and authors were protected in the U.S. Constitution, thus making America the world's entrepreneurial leader.

IP Protects Consumers

- Through trusted brands, IP rights help consumers make educated choices about the safety, reliability, and effectiveness of their purchases.
- Effective enforcement of IP rights ensures that inauthentic and potentially dangerous fake products are not in the hands of consumers.

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