



## ***Intellectual Property Guidelines for Business***

Seminar and Press Conference

Tuesday, 21 October, from 12.30 to 13.00.  
Jeddah Hilton Hotel, Saudi Arabia

Business Action to Stop Counterfeiting and Piracy (BASCAP), an initiative of the International Chamber of Commerce (ICC), has developed a set of Intellectual Property (IP) Guidelines that will be launched on 21 October during a special session at the first Arab Consumer and Brand Protection Forum (Arab Protect 2008) in Jeddah, Saudi Arabia.

### **Program**

#### **Introduction**

- Mr. Naser Al-Mushaikeh, Executive Director, ICC Saudi Arabia
- Abdulaziz A. Bin Othaimen, Director of the Board, Hemaya Universal Ltd Co.
- Allen Dixon, President, International Intellectual Property and Technology Consulting

#### **Business views**

- Duncan Mitchell, Senior Vice President, Emerging Markets, Cisco Systems
- Isam Badwailan, Brand Protection Manager - North Africa & Middle East, Unilever

#### **Forum response**

- Dr. Mohammed Bin Ibrahim Al-Tuwaijri, Assistant Secretary General of the Arab League for Economic Affairs

## About the Intellectual Property Guidelines for Business

Business Action to Stop Counterfeiting and Piracy (BASCAP), has developed a set of IP Guidelines 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.

There is a lot that companies can do to protect their own creativity and innovation in IP based products and services, as well as to reduce the risks of infringement of other companies' IP rights. The launch of the Guidelines is expected to introduce Forum participants to the Guidelines and to encourage them to adopt them as part of their corporate policies.

Companies large and small in virtually every industry increasingly use and rely on IP, and thus can benefit from implementing good IP management policies inspired by the Guidelines. Small and medium enterprises (SMEs) and large companies involved in the development, manufacture, supply, or distribution of IP based products and services, as well as the large number of other commercial concerns that use some form of IP based material in their own business, will benefit.

These IP Guidelines are made available as a voluntary guide that businesses can use directly or can draw upon to create or improve company policies, internal procedures or employee manual provisions dealing with intellectual property.

The 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 segments of the supply chain.

### 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.

For more information about BASCAP and to download a PDF version of the Guidelines, please visit: [www.iccwbo.org/bascap](http://www.iccwbo.org/bascap)

### 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 130 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](http://www.iccwbo.org)



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