



International Chamber of Commerce

*The world business organization*

An ICC initiative

**BASCAP**

Business Action to Stop  
Counterfeiting and Piracy

## **MEDIA RELEASE**

### **ICC's BASCAP launches *Intellectual Property Guidelines for Business* At EU Conference on IP**

Strasbourg, France, 17 October 2008 –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.

During a special session at the EU Conference on Industrial Property Rights in the Internal Market, in Strasbourg, France, the ICC's Business Action to Stop Counterfeiting and Piracy initiative (BASCAP) launched the *Intellectual Property Guidelines for Business* to provide 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.

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* deal 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 \$600 billion worldwide problem which hurts not only consumers but also businesses and the overall economy," said Richard Heath, Vice President of Global Anti-Counterfeiting for Unilever and co-chair of the BASCAP Steering Committee. "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."

ICC Secretary General Guy Sebban 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."

"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," said Margot Fröhlinger, Director, Knowledge-Based Economy, European Commission. "Governments have an important role to play in combating counterfeiting and piracy, but we also welcome the ICC-BASCAP *IP Guidelines* and other efforts of the business community itself to manage and protect intellectual property more effectively."



EU Commissioner Charlie McCreevey also welcomed the *IP Guidelines*. “I am extremely pleased that ICC and BASCAP will unveil new IP guidelines to help business to manage and protect intellectual property,” Mr McCreevey said.

“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. “Our first steps have been to provide copies to the ICC National Committees and their member companies located in 90 countries worldwide. We have also provided the *IP Guidelines* to all BASCAP member companies for further distribution to their global affiliates. This year should be a busy year as we look forward to a series of workshops and roll-out events working with ICC National Committees and their members large and small.”

Other speakers during the launch seminar included: Marc-Antoine Jamet, Secretary General, LVMH; Beate Lalk-Menzel, Senior Counsel, Daimler; Allen Dixon, Managing Director, International Intellectual Property and Technology Consulting; Benoit Batistelli, Director General, French National Institute for Industrial Property; and Sharon Bowles, Member of the European Parliament.

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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](http://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 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)