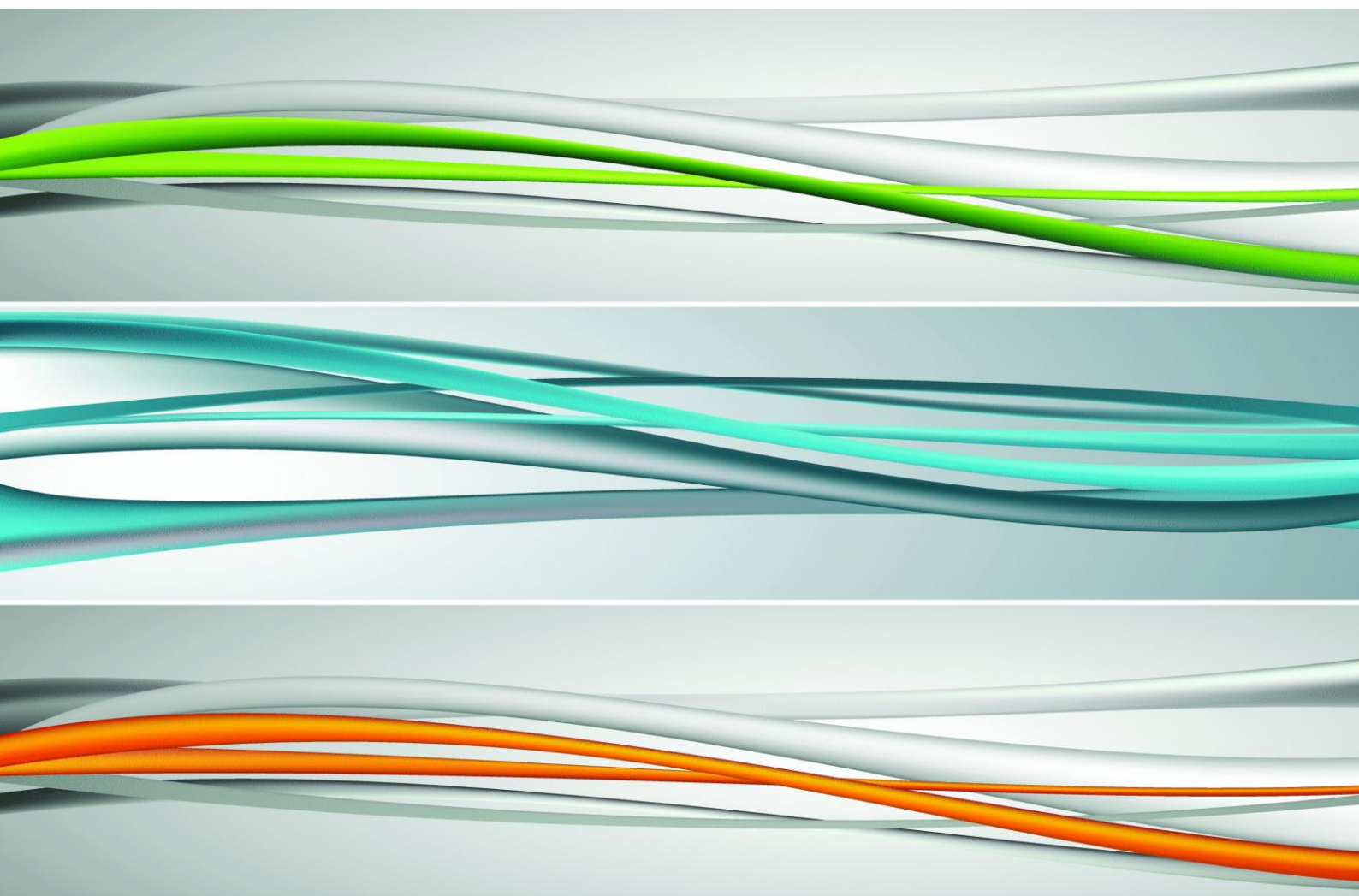


COMMISSION ON **INTELLECTUAL PROPERTY**



Presentation



International Chamber of Commerce

The world business organization

ICC Commission on Intellectual Property

ICC's intellectual property policy is formulated by its Commission on Intellectual Property, which gathers over 300 business executives and private practitioners from 50 countries. The commission identifies key intellectual property issues facing the international business community and contributes the business voice to debates to resolve these. Task forces of relevant experts from companies and firms work to develop and promote positions reflecting ICC business views. The commission initiated and continues to actively support and contribute to ICC's BASCAP project, a high-level initiative uniting different sectors worldwide to fight against counterfeiting and piracy.

As advocate for international business, ICC works closely with intergovernmental organizations involved in intellectual property policy-making, such as the World Intellectual Property Organization (WIPO) and the World Trade Organization (WTO), as well as with other international organizations. The commission meets generally twice a year and works in between meetings through task force and monitoring groups.

Its biennial *The Intellectual Property Roadmap: Current and Emerging Issues for Business and Policy Makers* and other publications help raise awareness of IP policy issues and of the intellectual property system's contribution to economic, social and cultural development.

Policy development and advocacy

Through its awareness-raising and advocacy initiatives, the Commission on Intellectual Property promotes the positive role of the IP system, gives guidance on how the system can be made more efficient and cost effective, helps policy makers adapt the system to new challenges, and promotes the use of IP as a business tool.

It also actively contributes on issues arising from the areas of interface between intellectual property and other areas, such as the digital environment and the Internet, the environment, health, development, and competition policy.

IP and new challenges - Intellectual property continues to be a dynamic and constantly evolving field, closely tied to technological, economic, political and social changes. Through ICC's Commission on Intellectual Policy, business works with governments and other stakeholders to develop solutions to new challenges confronting the intellectual property system.

Building efficient IP systems - Businesses need well-functioning and cost-effective IP systems that provide legal certainty. ICC works with policymakers to help improve IP systems in several areas, and provides input into discussions on how to make the intellectual property system more effective, efficient, economical and coherent worldwide.

Promoting IP as a positive force for society - Intellectual property rights (IPR) – the copyrights, patents, trademarks and similar rights upon which creative and innovative products and services rely – have a vital role in helping the economies of developed and developing countries all over the world to grow. ICC produces publications and organizes events to explain the role of intellectual property protection, and to help policymakers and businesses better understand how the intellectual property system can be used in practice to stimulate economic development.

Promoting IP as a tool for business – Intellectual property is a key driving force for growth in many companies and economies today, as the different types of intangible assets of a business are becoming increasingly important and valuable in relation to its tangible assets. The IP Commission produces publications and organizes events to support the ICC network of business organizations and chambers of commerce in their efforts to help companies use the IP system to increase their competitiveness.

The ICC IP Roadmap - The ICC IP Roadmap provides an overview of the key IP policy issues for business and policy makers, as well as recommendations for government and business action in each area. This popular ICC report – containing contributions from experts from around the globe – is widely read by business, policy and legal professionals worldwide, both within and outside ICC's international membership. Published every two years, the IP Roadmap is translated into Arabic, Chinese, French, German, Portuguese, Russian, Spanish, Turkish, Ukrainian and other languages.

Taskforces and monitoring groups currently work in various areas, including domain names, standards, client privilege, patent cooperation, and access and benefit sharing in relation to genetic resources. Issue rapporteurs provide regular updates of developments around the world in their areas of expertise.

By virtue of its top-level consultative status with the UN, ICC is represented at WIPO and other UN meetings relating to intellectual property, and holds regular meetings with WIPO and the WTO.

Leadership

Chair

- David J. Koris – General Counsel, Head of IP Services, Shell International BV, The Netherlands

Vice-Chairs

- Ingrid A. F. Baele – Vice President Business Management Office, Phillips IP & Standards, The Netherlands
- Thaddeus Burns – Senior Counsel, IP & Technology Policy, General Electric, United States
- Michael Jewess – Research in IP law, science, and technology, United Kingdom

Rapporteurs

- Bo Hammer Jensen – NovoZymes A/S, Denmark
- Graham Henderson (Copyright) – President, Music Canada, Canada
- Ivan Hjertman (Patents) – European Patent Attorney, IP Interface AB, Sweden
- Sandra Leis (Trademarks) – Partner, Dannemann, Siemsen, Bigler & Ipanema Moreira, Brazil

Regional ambassadors

- Ronald Myrick (North America) - Partner, Finnegan, Henderson, Farabow, Garrett & Dunner
- Peter D. Siemsen (Central and South America) - Honorary Senior Partner, Danneman, Siemsen, Bigler & Ipanema Moreira

Secretary

- Daphne Yong-d'Hervé - Chief Intellectual Property Officer, IP Policy and Management, ICC

Becoming a member

Joining ICC's IP Commission provides opportunities for:

- Access to cutting-edge information on IP developments at international level, as well as at national and regional level, through reports and exchanges with fellow members
- Leading and contributing to international policy development under ICC's name
- Participating in International meetings and organizations
- Meeting and learning from experiences of different sectors/organizations
- Intellectual exchange with high level experts from different countries with diverse expertise
- Networking with professional colleagues
- Being part of a prestigious group of well-known high level executives and lawyers

For more information on the ICC Commission on Intellectual Property and how to join, contact Daphne Yong-d'Hervé, Chief Intellectual Property Officer, ICC or go to the ICC website at <http://www.iccwbo.org/about-icc/policy-commissions/>

About the International Chamber of Commerce (ICC)

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.

A world network of national committees keeps the ICC International Secretariat in Paris informed about national and regional business priorities. More than 2,000 experts drawn from ICC's member companies feed their knowledge and experience into crafting the ICC stance on specific business issues.

The United Nations, the World Trade Organization, the G20 and many other intergovernmental bodies, both international and regional, are kept in touch with the views of international business through ICC.

For more information please visit: www.iccwbo.org