



Canadian Intellectual property Office (CIPO)

**How are Canadian intellectual
property (IP) and clean
technologies related, and how
can they benefit your business?**



CIPO mandate



Examine and grant IP rights



Provide quasi-judicial function for trademarks and patents



Raise awareness for the effective use of IP



Share IP information to support innovation



Represent CIPO internationally to support businesses operating globally



- Gain a better understanding of the **importance and time-sensitive component of protecting their IP** rights to protect their brand, innovation, creation or invention
- Understand that IP is an intangible asset and that it **can provide a business with a competitive advantage** in the marketplace
- Understand the critical **differences between patents, trademarks, industrial designs, copyright and trade secrets**

How are Canadian intellectual property (IP) and clean technologies related

1. CIPO becomes a WIPO GREEN partner!

WIPO GREEN is an interactive marketplace that promotes innovation and the diffusion of green technologies. The WIPO GREEN network facilitates commercial relationships and transactions by connecting green technology providers and seekers.

WIPO GREEN currently has 89 partners from around the globe



CIPO's IP Awareness and Education Program



Online resources



IP learning events



**Speak with an
IP expert**



How CIPO supports innovation

IP ACADEMY

ATTEND AN IP LEARNING EVENT

Attend CIPO's in-person seminars offered across Canada or join a webinar to learn the basics of intellectual property and what creations can you protect and how:

- IP Foundations
- IP Strategy
- IP Commercialization
- IP Enforcement
- Patent 101
- Trademark 101
- Industrial Design 101
- Copyright 101
- Traditional knowledge and IP
- Women entrepreneurs and IP

Planning to Export? Learn how to:

- Protect your IP Globally
- Doing Business Abroad:
 - China, India, US & EU
- Coming soon: Mexico, Australia & Japan

Consult our events calendar and attend a free learning event!

Register today!

IP FOR BUSINESS

ACCESS IP RESOURCES

Consult CIPO's online IP tools and resources and learn how to acquire, manage and leverage your IP assets:

- IP toolkit
- IP roadmaps (patents, trademarks, industrial design and plant breeders' rights)
- Going Global Series:
 - Protect your IP:
 - o Globally
 - o China, India, US & EU
 - o Coming soon: Japan, Mexico & Australia
- IP interactive game
- IP Strategy Assessment Tool
- Videos:
 - o What is IP?
 - o IP Strategy
 - o Licensing & franchising your IP
 - o Enforce your IP
 - o Doing business abroad

Stay connected!

IP HUB

SPEAK WITH AN IP EXPERT

Pick up the phone or meet in-person with an IP Expert:

- Client Service Centre representative can provide general IP information and guide you in your application process.

☎ 1-866-997-1936

✉ IC.contact-contact.IC@canada.ca

- Meet or speak with one of CIPO's IP Advisor in your region. They can help you understand the strategic value of your IP and provide guidance as you develop your IP strategy.
 - o Halifax
 - o Montreal
 - o Ottawa
 - o Toronto
 - o Waterloo
 - o Edmonton
 - o Vancouver

Access to IP information through a digital network of services where users can discover IP resources, connect with experts and build their networks in the IP marketplace.

Let's talk!

Contact CIPO



Canada.ca/intellectualproperty



Client Service Centre

Phone: 1-866-997-1936



In-person meetings by appointment
Canadian Intellectual Property Office
Place du Portage I
50 Victoria St., Room C-229
Gatineau, QC K1A 0C936



CIPO IP Advisors & Manager for Sectoral
Business Development

National Capital Region based

Jeffrey Orser – Terry.Diduch@canada.ca



Find more programs and support for Canadian
businesses and innovators at Canada.ca/business

Other CIPO events: Search “CIPO calendar of events”



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