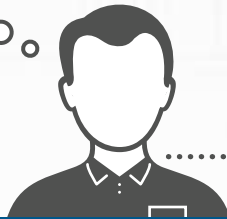


What is IP52?

IP52 is a new movement, dedicated to changing the way we view the world around us by better understanding the role of intellectual property (IP) in our daily lives.



Why learn about IP?

IP has helped innovators produce technologies that enhance our lives, communities and economies. Computers that work faster, crops that grow larger and cars that use less fuel are just a small sample of the innovations that are sustainably improving the way we live.

Understanding IP's role in ensuring new innovations can help us meet the global challenges ahead.

IP52

Learn more at IP52.org

Videos, Infographics, Case Studies & More

Every week, IP52 will release new resources to learn about IP and create a conversation with colleagues, such as:

- Animated videos featuring IP experts from world renowned research and academic institutes
- Infographics that find the IP in our daily lives
- Case studies of innovations made possible through IP
- Profiles of innovators and their work

How can I get involved?

- Sign up at IP52.org
- Receive updates via e-mail, Twitter, Facebook & RSS
- New resources released each week to share with friends & colleagues