

# 1 IP makes innovation possible.



Without protections for their work, innovators would lose the incentive to create new technologies. IP ensures that, if an idea is successful, **inventors are recognized and rewarded** for their hard work and have the financial resources necessary to re-invest in the next generation of innovation.



# 2 IP ensures quality.

IP provides consumers with **confidence in the authenticity and quality of products** they purchase. For example, when a food product bears a trademark, consumers are assured that the product is genuine and supported by the company that owns the trademark.

# 3 IP improves our daily lives.



IP makes our lives **more productive, fun and sustainable**. For example, your morning coffee is brewed in a machine protected by design rights. And the cell phone in your pocket brings you more information faster each year because IP encourages reinvestment in new innovation.

## Top Six Reasons We Need Intellectual Property

Learn more at [IP52.org](http://IP52.org)



# 4 IP helps farmers grow.

Farmers worldwide have used IP-protected tools for hundreds of years **to feed our communities**. The first tractor was patented in 1886 and saved farmers 655 million hours of labor each year. IP-protected biotech crop varieties have added 420 million tonnes to the global food supply since 1996.



# 5 IP entertains us.

Without intellectual property, we could lose the books, music and movies that keep us entertained. Artists use IP to **protect their work from theft or counterfeiting**, which ensures they are recognized for their creativity and encouraged to keep producing new artistic works for us to enjoy.

# 6 IP is for everyone.

IP isn't just for companies; **IP is for everyone to use to protect their hard work**. From the inventor working in his garage to a student dreaming of the next big technology, we can all use IP to deliver new, unexpected innovations that can change the world.

