Top Six Reasons We Need Intellectual Property

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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.

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.