

CLI & Intellectual Property

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The global federation representing the plant science industry

The Plant Science Industry invents, develops, manufactures and sells products and services designed to improve the global production of food, feed, fibre and other useful products in a sustainable way.

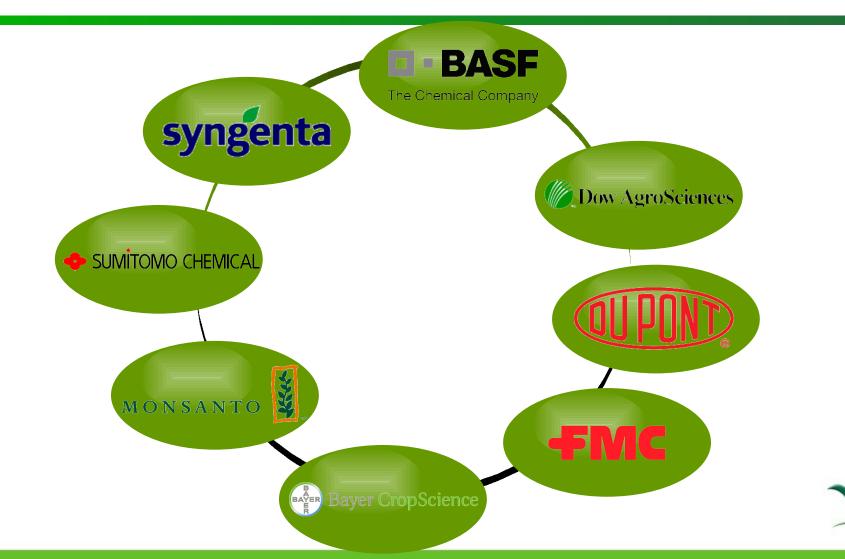
The Industry performs this mission through the use of <u>biology</u>, <u>chemistry</u>, <u>biotechnology</u>, <u>plant breeding</u> and other techniques while following the highest ethics and standards and providing safeguards for human health and the environment.

The Industry pursues <u>transparency</u> in its business activities by <u>addressing concerns of all stakeholders</u> – including customers, regulatory agencies and NGOs.

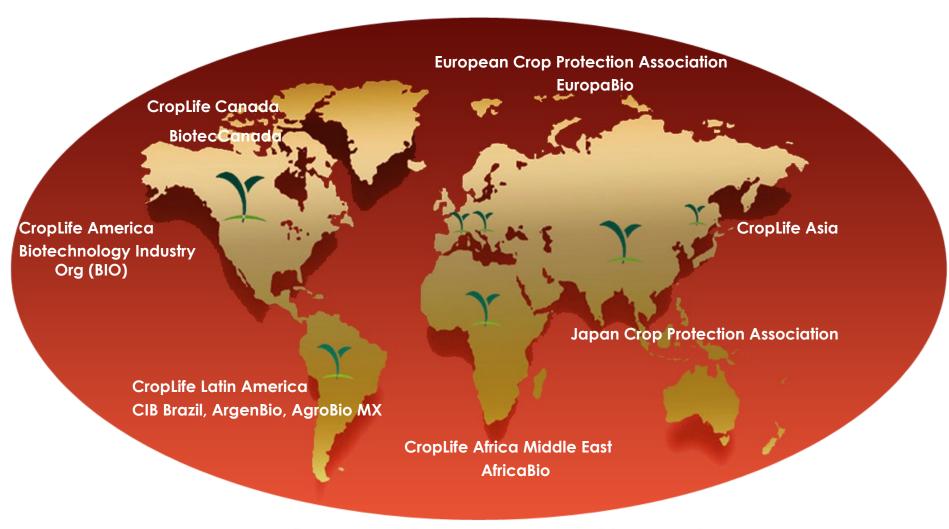


Source: President's Advisory Group, 1999

CropLife's Leading Companies



CropLife's Asssociation Members & Network



CropLife International www.croplife.org

CropLife International in a nutshell

Vision

'Working together for sustainable agriculture'

Mission

Being the global ambassador for the plant science industry, encouraging understanding and dialogue whilst promoting agricultural technology in the context of sustainable development

Values & beliefs

- Respect
- Openness
- Commitment
- Technology
- Sustainability

Strategic goals

- ☐ To achieve recognition for plant science technology and stewardship as a central pillar of sustainable agriculture
- ☐ To be a visible, communicative industry ambassador, highlighting the benefits of plant science products and technologies
- ☐ To achieve science and risk-based, practical regulations, international conventions, policies and standards.
- □ To achieve business-enabling policies for intellectual property, liability and trade.

Key results areas & strategic priorities

Crop Protection

- Intellectual property
- Regulatory systems
- Stewardship
- Trade & business issues
- Reputation management & outreach

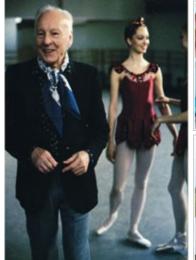
Plant Biotech

- Bio safety Protocol
- Adventitious presence
- Emerging regulatory issues
- Intellectual property
- Acceptance & outreach



... the many forms of intellectual property

- Hard IP
 - manufactured good
- Soft IP
 - intellectual undertaking that goes into creating data
- Challenge
 - understanding and adjusting to the constant movement/shift of new forms of creating and innovating (IP management)











IP dimension in the life sciences

The principle categories of IP protection of economic investment in efforts relevant to agricultural research are patents, plant variety rights (germplasm & seeds), trade secret (regulatory data), copyrights, and trademarks.



















Interaction between IP and regulation of life sciences

- The interface between intellectual property protection and the regulatory approval process can critically affect market entry
- Decision makers should adopt policies and develop safe and effective regulatory systems while respecting innovation
 - such as the protection of regulatory data, which is an innovation incentive that patent alone cannot provide



Stewardship of innovation

Regulators play a critical role for harnessing the positive potential of intellectual property, and mitigating the negative ones.

Regulatory institutions can allow countries to gain access to emerging tools, technologies, and resources that can dramatically improve the welfare of citizens..



Conclusion

- *Regulators play a critical role in that IP is used as a strategic tool for stewardship of innovation.
- ◆Unless intellectual property "finds" its way into the marketplace, it is useless











