



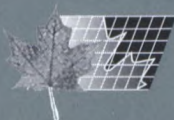
Industry
Canada

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Are your
designs, business
innovations, and
creative works
protected?



ABORIGINAL BUSINESS CANADA
ENTREPRISE AUTOCHTONE CANADA



OPIC
OFFICE DE LA PROPRIÉTÉ
INTELLECTUELLE DU CANADA

CIPO
CANADIAN INTELLECTUAL
PROPERTY OFFICE

Are your designs, business innovations, and creative works protected?

THIS IS A CRITICAL QUESTION FOR MANY ABORIGINAL entrepreneurs. We are moving increasingly into an information economy in which duplicating and accessing information has become very easy. There are ways to safeguard your business and creations and to protect your "intellectual property". Many successful Aboriginal companies and individuals have taken steps in this direction to protect their assets and their business from unlicensed competition.

There are over 20,000 businesses owned and operated by Aboriginal people in Canada, providing quality goods and services in every sector of our economy. Many of these companies have recognized the importance of registering their intellectual property to achieve their business goals. This is especially important to people whose traditional and cultural identity are integral to their product or service. Examples include music, clothing and jewelry designs.

Aboriginal Business Canada has produced this pamphlet, in collaboration with the *Canadian Intellectual Property Office*, to help you consider your intellectual property needs and opportunities. We encourage you to read this material and to request further information.

The following is a brief description of the kinds of intellectual property that may apply to you and your business:

ARNOLD ASHAM - ASHAM CURLING SUPPLIES

Arnold Asham has many years of experience producing high quality curling products. **Asham Curling Supplies'** product line includes brushes, sliders, gloves, mitts, grippers and its own brand name curling shoes. Mr. Asham has personally developed and patented several curling products distributed and sold worldwide.



Patents

Patents offer you exclusive rights to your creations, such as new products, processes, and technologies. This is especially important if you have invested resources in research and development. Patents help to ensure that no one else can make, use, or sell your creations without permission, or without paying you appropriate royalties. Another benefit of patents is that they are public documents and promote the sharing of knowledge.

Copyrights

A copyright means that the owner is the only person who may copy his/her work or permit someone else to do so. You should consider how important this is if your products are books, maps, music, sculptures, paintings, photographs, films, and computer programs.

Trade-marks

Registering your trade-mark gives you exclusive rights to words, symbols and designs which distinguish your product or service from those of someone else. Make sure that no one already holds rights to a trade-mark you may want to use.

Industrial Designs

An industrial design registration protects the original design, including the shape, configuration, pattern and ornament of a finished article. Jewelry is an example of an industrial design.

Integrated Circuit Topographies

An integrated circuit topography registration provides protection for an original circuit design, like micro-chips.

Plant Breeders' Rights

The Canadian Food Inspection Agency administers the process which confers exclusive rights to varieties of plant species.

[Telephone: (613) 225-2342 or Fax: (613) 228-6629.]

MARSHA SMOKE - PASH TRAVEL

Pash Travel owner Marsha Smoke is proud of the artist-designed logo for her travel and tourism business. "The process to register the Pash Travel logo as a trade-mark in Canada and internationally took time, commitment and money," she admits, "but I considered it an important requirement of doing business. I believe that more Aboriginal people should be careful to protect their works — especially those which honour our culture and traditions."

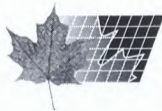


How can I find out more?

Within Industry Canada, the Government of Canada has dedicated specific resources to assist innovators, researchers and entrepreneurs in protecting their intellectual property. This work is carried out by the Canadian Intellectual Property Office (CIPO).

CIPO also maintains extensive databases on registered intellectual property rights containing important business information. These databases provide a valuable resource for the sharing and shaping of innovative ideas. This office and its network of specialists can help you learn more about a range of intellectual property issues.

For more information please contact the
Canadian Intellectual Property Office
at (819) 997-1936 or by Fax: (819) 953-7620
or via E-mail: cipo.contact@ic.gc.ca



Access information via the Internet: Visit CIPO's Web site [<http://info.ic.gc.ca/opengov/cipo>] and Industry Canada's **Strategis**, the world's largest business Web site [<http://strategis.ic.gc.ca>].

From these Web sites you can access intellectual property information and guides, including the **Canadian Patent Database** which provides information on existing patents.

INTELLECTUS is your discovery package for important information on patents, trade-marks, copyrights, industrial designs, and integrated circuit topographies. Download a free copy of INTELLECTUS from the CIPO Web site, or contact CIPO for a free diskette.

GREY OWL MARKETING LTD.

This company is owned by the 72 First Nations in Saskatchewan. **Grey Owl Marketing Ltd.** is a leader in merchandising and selling high quality, natural wild rice food products to international markets. Grey Owl's general manager advises that "If your design is used by others, your rights are not protected. The effort you make to register your logo or to secure a trade-mark saves you a fortune down the road."



Building on Success for the Future



ABORIGINAL BUSINESS CANADA
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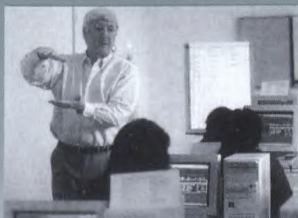
Aboriginal Business Canada provides a range of services, support and information products to promote the growth and development of Aboriginal businesses in Canada. The program is available to Canadian status and non-status Indians, Inuit and Métis individuals, associations, partnerships or other legal entities that are wholly or partly owned or controlled by Aboriginal people, on- or off-reserve. Special priority is placed on initiatives which involve trade and market expansion, Aboriginal tourism, innovation/technology enhancement, and youth entrepreneurship.

As part of Aboriginal Business Canada's support, financial assistance is available towards the costs of innovation projects and for registering intellectual property.

Visit our Web site
[<http://abc.gc.ca>] or
through **Strategis**
[<http://strategis.ic.gc.ca>].

Or call (613) 954-4064
for program information
and referral to the office
nearest you.

PERCY BARNABY - ABENAKI ASSOCIATES INC.



Abenaki Associates Inc. provides a range of computer and training services to communities and organizations to help them manage housing, finance and other requirements. The company is the award-winning software developer of the 'Abenaki Housing Inventory Management Module'. President Percy Barnaby cautions, "it is very important to copyright such products".

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