

Global Forum on Intellectual Property Rights Protection and Innovation

Join the ATP Delegation!

The US Chamber of Commerce in collaboration with China Council for the Promotion of International Trade (CCPIT) is organizing:

**Global Forum on Intellectual Property Rights Protection and Innovation
Beijing, China
March 26 -28, 2007.**

See: <http://ipr.ccpit.org/lzh-1.asp> for details.

This conference is being held with the primary purpose of fostering multilateral cooperation with business associations and corporate representatives on strategies for promoting innovation, protecting and enforcing intellectual property.

This forum is an ideal platform to establish relationships with governmental bodies responsible for IPR Protection and local trade associations. The hope is that these relationships will grow into a partnership that will enable us to create public awareness programs to reduce IPR theft in different countries. **We are encouraging all testing organizations to consider participation in this event.** We currently have confirmed participation from representatives from Cisco, Microsoft, Graduate Management Admission Council and Pearson VUE. A stronger contingent will allow us to establish a presence in the global IPR Protection community.

Background: ATP – Security Initiative, Global Education on Intellectual Property Rights

One of the initiatives to come out of the ATP Security Council meeting was the Intellectual Property Rights (IPR) Education Initiative. With many incidents of IP theft affecting testing organizations, the Security Council identified a need to manage and control this issue globally across the industry. This education initiative is a first step to reach out to governmental bodies, industry associations and other trade associations that actively seek to protect Intellectual Property Rights in their respective countries.

This initiative purports to prevent incidents of Intellectual Property Theft through educational and public awareness programs in countries where volumes of such incidents have been the highest. For the first year, this initiative will be successful if it is able to partner with the governmental bodies and trade associations in one of these countries to launch an educational campaign that encourages test takers to stop sharing test content or accessing stolen test content.

Please contact ATP SI Committee chair, Ashok Sarathy if you can attend:
asarathy@gmac.com 703-245-4321