

CIPC MEDIA RELEASE 4 of 2016
21 April 2016

TO: ALL NEWS EDITORS AND JOURNALISTS

COMPANIES AND INTELLECTUAL PROPERTY COMMISSION TO CELEBRATE WORLD INTELLECTUAL PROPERTY DAY

The World Intellectual Property (IP) Day is an annual event that is celebrated worldwide and this year will mark the 15th celebration of the event. The Companies and Intellectual Property Commission (CIPC) as the custodian of IP protection, will be celebrating **World IP day over a period of 2 days, 25-26 April 2016** at **Sci-Bono Discovery Centre, Newtown Johannesburg**.

The World Intellectual Property (IP) Day will be celebrated under the theme, ***Digital Creativity....Culture Re-imagined.***

According to the Acting Commissioner of Companies and Intellectual Property Commission, Adv. Rory Voller, the objective of the World Intellectual Property Day celebration, is to celebrate human creativity and acknowledge the socio-economic importance of intellectual property. He adds that the celebration is also aimed at creating awareness about intellectual property rights and to encourage creativity and innovation by citizens especially the youth. "The World Intellectual Property Day celebration is targeting the general public, youth, academics, businesses, the legal fraternity, government departments involved in the field of IP and the creative industry. It offers us an opportunity to highlight the mandate of **the dti** and CIPC with regards to IP



Companies and Intellectual
Property Commission
a member of **the dti** group

The celebration will include exhibitions by IP stakeholders throughout the two days where each will showcase their offerings and disseminate information to the target audience. On the 25th April there will be a Stakeholder Engagement Session wherein government departments and the industry sector will make presentations on this year's theme. Also included running parallel to the engagement session it will be the IP Enforcement which will target small and medium enterprises. The second day will entail the launch of the IP competition for high school learners.

Enquiries:

Tshiamo Zebediela: CIPC- Communication Specialist

Tel: (012) 394 3345

Mobile: 0843068413

Email: tzebediela@cipc.co.za