

CREATE: A New Approach to IP Protection & Anti-Corruption

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CREATe.org: Center for Responsible Enterprise and Trade



CREATe.org

A global nonprofit:

- Focus on **IP Protection** and **Anti-Corruption**
- Offers **online tools and training** to help **build compliance**



A New Approach

Leverages business relationships to promote compliance

Cross-sector collaboration

Complements government, NGO and existing industry initiatives



Tools for Compliance

Confidential benchmarking of current practices

Assessment & Rating

Training to build capacity

Improvement plans

Quantifying the Risk



By 2015, the value of counterfeit and pirated materials is expected to hit \$1.77 trillion

Reducing the global piracy rate by 10 points = \$142 Billion in new global economic activity... 500,000 new high-tech jobs... \$32 Billion in new tax revenues for governments



Corruption can add as much as 25% to procurement costs

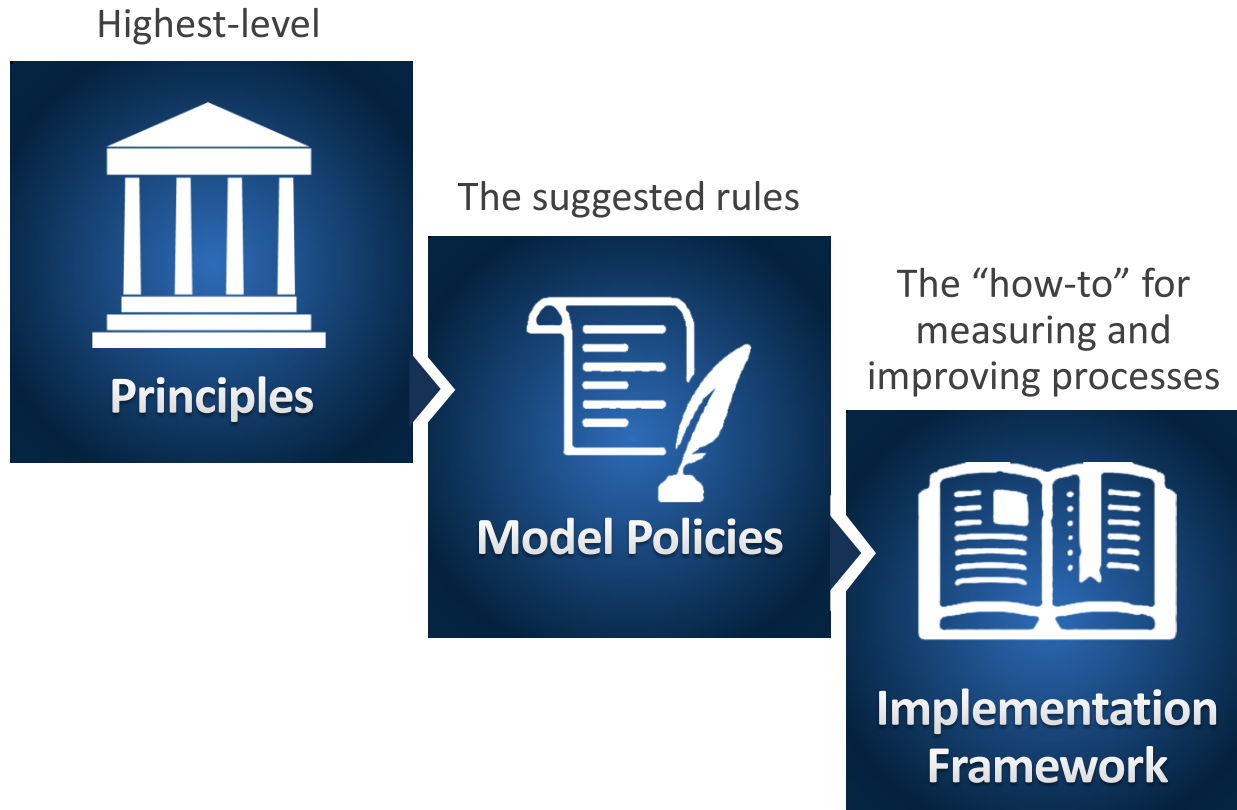


As much as 75% of most organizations' value and revenue source are in intangible assets, IP and proprietary competitive advantages

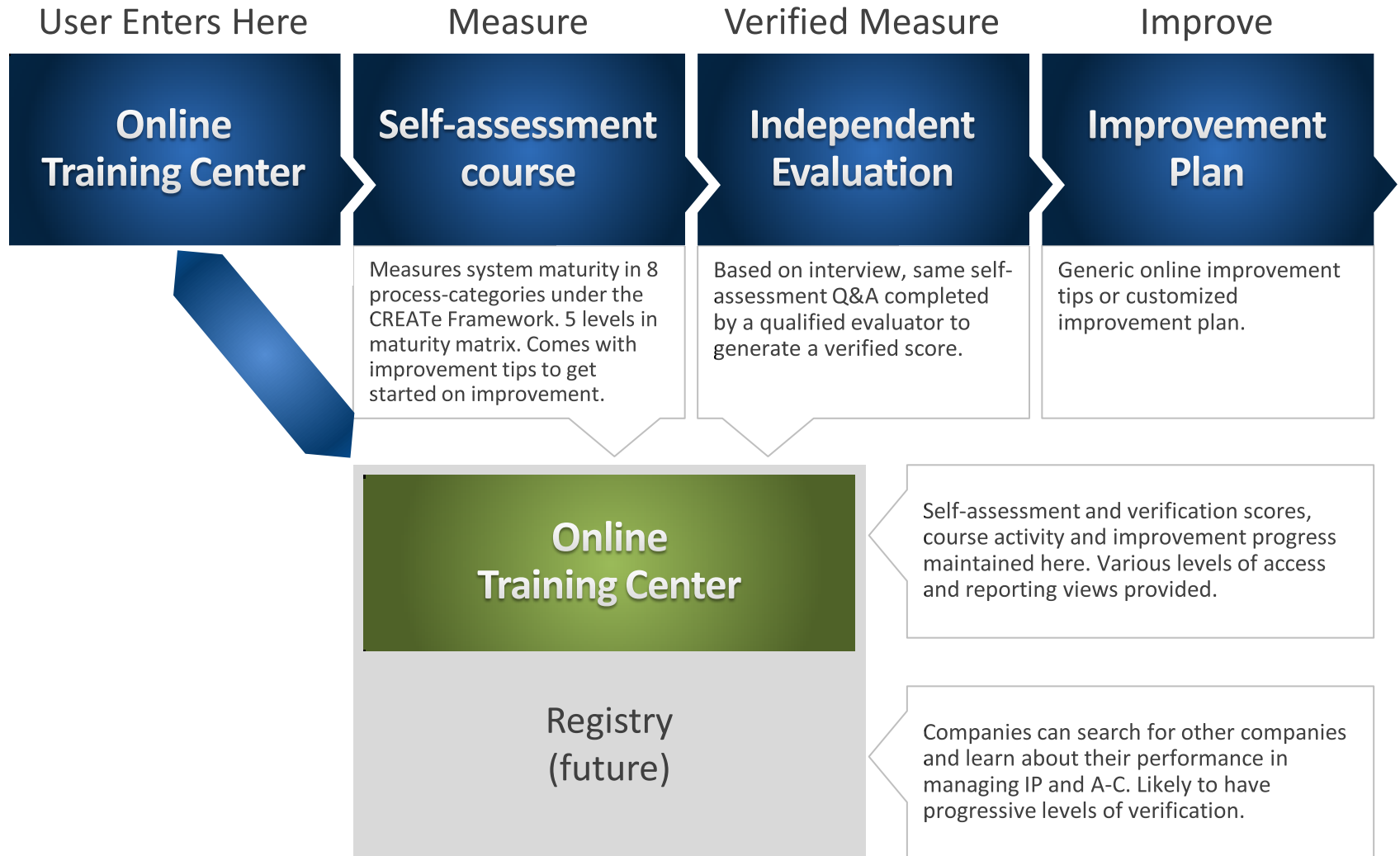
Governmental and Industry Responses

- **Increase in Law Enforcement:**
 - 67% increase in Customs and Immigration seizures from 2009 – 2011
 - 183% increase in seizures of fake consumer safety and critical technology merchandise
 - 600% increase in counterfeit pharmaceutical seizures
 - 56% increase in FBI IP investigations
 - National Association of Attorneys General (NAAG) letter to Federal Trade Commission (FTC):
 - Push for Federal Trade Commission Act (FTCA) enforcement to: a) deter foreign manufacturers from using stolen IT and; b) combat unfair competitive practices
- **New U.S. Laws:**
 - Penalties for counterfeits in Defense and Pharmaceutical industries
- **Group of Eight (G8) Camp David Declaration:**
 - Protect IP rights, ensure continued strength of the global economy, and affirm the importance of private sector-led action as an important complement to government efforts
- **Voluntary Agreements and Best Practices:**
 - Obama Administration advocates for collective voluntary industry approaches to combating counterfeiting and piracy

The CREATE Approach



The CREATE Implementation Framework



IP Framework- Process Maturity Matrix

Companies are measured in all 8 categories on a scale of 1-5

Level	Policies, Procedures & Records	IP Compliance Team	Scope of Program & Quality of Risk Assessment	Management of Supply Chain & Contractors	Security & Confidentiality Management	Training & Capacity Building	Monitoring & Measurement	Corrective Actions & Improvements
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- 5 Mature system implemented internally and in supply chain—continual improvement – focus on all IP
- 4 Systems well developed and implemented internally and with key supply chain partners – focus on own IP
- 3 Systems approach adopted, but development and implementation is inconsistent – improvement sporadic
- 2 Limited systems with sporadic implementation – primarily reactive
- 1 Little or no awareness or repeatable processes

Sample Questions

02

The following best describes what information our risk assessment of suppliers and business partners collects about IP compliance:

- ☐ Our IP risk assessment is part of a holistic supplier and business partner risk assessment that includes a management system evaluation.
- ☐ Our IP risk assessment is focused on the country risk.
- ☐ Our people have a good sense for what companies pose an IP risk.
- ☐ Our IP risk assessment includes country risk and the type of business.
- ☐ Our IP risk assessment covers a range of issues including country, industry, type of business, public information, historical performance and presence of management systems.

RESET SUBMIT

Anti-Corruption Framework - Process Maturity Matrix

Companies are measured in all 7 categories on a scale of 1-5

Level	Policies, Procedures & Records	Anti-Corruption Compliance Team	Scope of Program & Quality of Risk Assessment	Management of Supply Chain & Contractors	Security & Confidentiality Management	Training & Capacity Building	Monitoring & Measurement	Corrective Actions & Improvements
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Improvement Process

Start Improvement
Process

Improve

**Improvement
Plan**

How-To Guide

**Improvement
Guide**

Contains all of the info a company needs to improve: including Code to use for their policies, knowledge and tools to help improve in each process-category.

We will offer online training, classroom training and technical assistance to help implement the improvement plan based on the material in the Handbook.

Online
Training

Classroom
Training

Technical
Assistance

Delivered by CREATE or
people/firms qualified
by CREATE

Getting Started to Measure & Improve: For You & Your Business Partners





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Please
Join Us!

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