

PROTECTING INDIGENOUS INNOVATIONS

KEY FINDINGS ON INTELLECTUAL PROPERTY AWARENESS AND USE

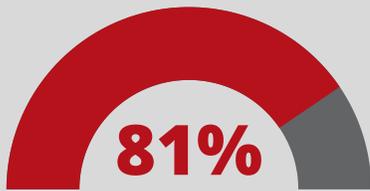


What is Intellectual Property (IP)?

IP includes creations of the mind, from a work of art to an invention. It is protected in law by patents, copyright, trademarks, and other IP types.

Why should you care about IP?

It is a valuable business asset that can be used to give you a competitive edge, help build a reputable brand, and protect your innovations from imitation or misuse.

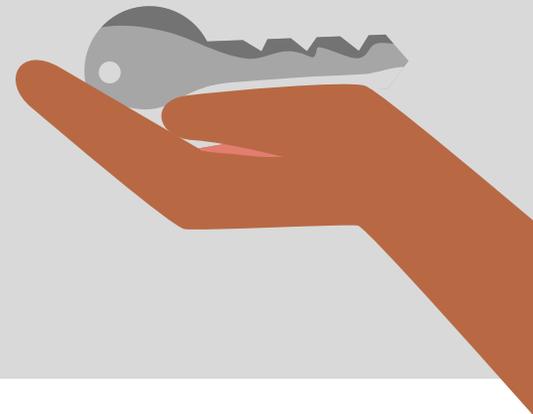
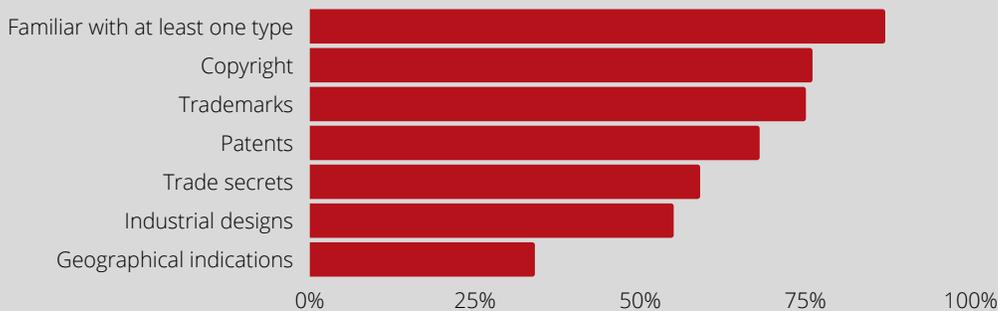


of Indigenous businesses are familiar with the term "Intellectual Property"

21%

of Indigenous businesses protect IP in Canada

Familiarity with types of Intellectual Property



61% of Indigenous business owners use Traditional Knowledge (TK) or Cultural Expressions (CE) in their business



20% of Indigenous business owners who use TK or CE in their business have IP protection for it

In 2019, CCAB surveyed 1,100 Inuit, First Nations, and Métis business owners on their experience and knowledge of Intellectual Property. For more information see our forthcoming report "**Understanding Intellectual Property Awareness & Use by Indigenous Businesses,**" which will be available at www.ccab.com.

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