

MEDIA ALERT

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Making Sense of Intellectual Property at IP52.org

What: Ever wondered how a life-changing idea becomes a real product? Or realize that nearly everything you use – from your car to your coffeemaker – is full of patent protections? In our world, intellectual property (IP) touches every aspect of our lives. It rewards inventors for turning ideas — from a better cup of coffee to a live-saving drug — into the technologies and innovative products which sustain and enhance our world. IP52.org is a new movement to help make sense of IP and change the way we view the world around us.

How: For the next year, CropLife International will release new user-friendly and easy to understand resources each week to help audiences learn more about IP and how it helps our world thrive, such as:

- IP Basics - Animated videos featuring IP experts explain the building blocks of IP
- Myths & Truths - Debunking common misconceptions surrounding IP and innovation
- Innovator Profiles – how inventive pioneers are changing the world.
- Infographics – Finding the IP in our daily lives
- Benefits of innovation — how the latest versions of common products make an economic and social impact

Materials will break down intellectual property so everyone from an IP lawyer to the average person can understand the complex topic and join the movement.

IP52.org launches today with the release of three new materials to kick off the movement:

- [‘What is IP52.org’](#) Infographic
- [‘What is Intellectual Property’](#) animated video
- [‘How is Intellectual Property All Around us?’](#) animated video

Why: IP has helped inventors produce and advance technologies which improve our lives, communities, and economies. Computers that work faster, crops that grow larger and cars that use less fuel are just a small sample of the innovations that are revolutionizing the way we live. Innovations provide economic and social growth — and IP is the engine for invention. .

Where: Visit IP52.org and sign up for the newsletter to receive new intellectual property resources in your inbox each week to make sense of IP and understand how it enriches our lives. You can also receive materials through social media at CropLife International's [Facebook](#) and [Twitter](#) pages.

For further information, please contact:

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Note to Editors: CropLife International is the global federation representing the plant science industry. It supports a network of regional and national associations in 91 countries, and is led by companies such as BASF, Bayer

CropScience, Dow AgroSciences, DuPont, FMC, Monsanto, Sumitomo and Syngenta. CropLife International promotes the benefits of crop protection and biotechnology products, their importance to sustainable agriculture and food production, and their responsible use through stewardship activities.