



INTERNATIONAL
TRADE
ADMINISTRATION

Innovation, Growth, and Consumer Welfare

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Office of Intellectual Property Rights

August 27, 2007

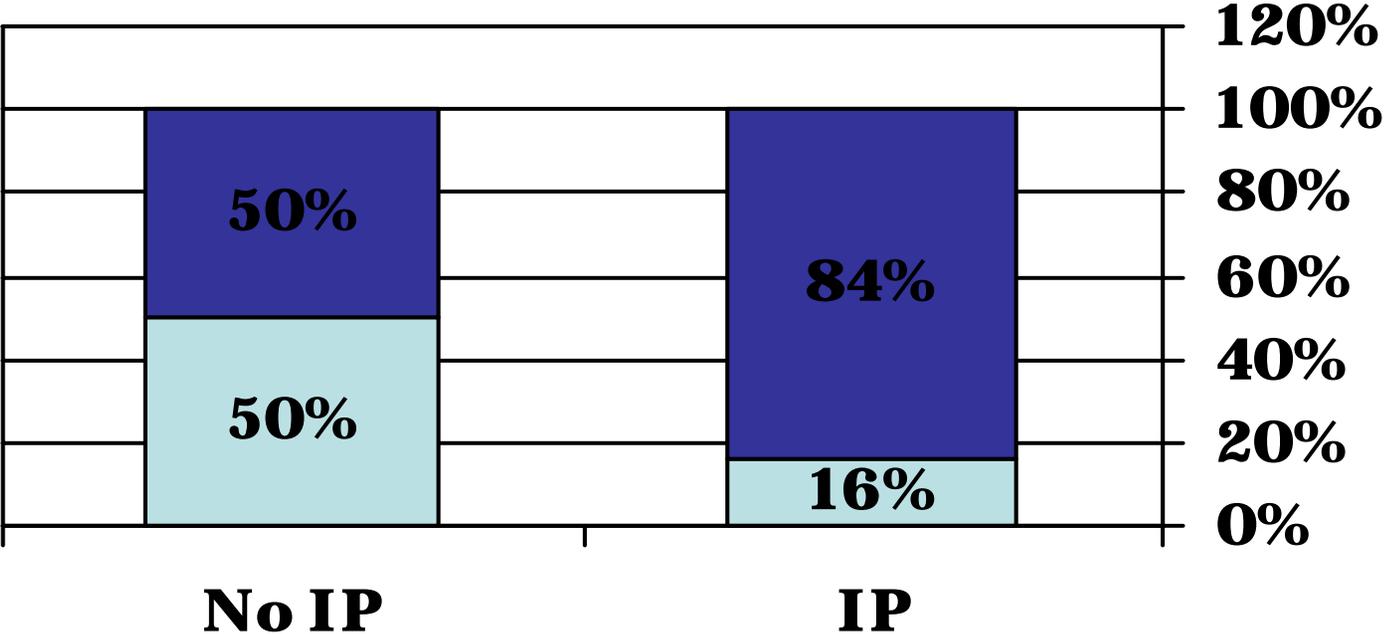
Innovation, Growth, and Consumer Welfare

Patents, Copyrights, and Trademarks:

- Vehicles for Commerce
- Assets for the Consumer

Innovation Drives Investment

□ No Investment ■ Add'l Investment



Source: Ocean Tomo Intellectual Capital Equity, August 2006

Assets for the Consumer

- **New Products**
- **Reliable Product Source**
- **Recourse for unsafe products or poor quality**

