



INTERNATIONAL
TRADE
ADMINISTRATION

Creativity and Marketing in Business Development

Amanda D. Wilson

Office of Intellectual Property Rights

August 28, 2007

Creativity and Marketing

Copyright:

- Vehicle for Commerce
- Asset for the Consumer

Vehicles for Commerce

Creative Industries:

- **Traditional:** Art, Music, Film, Literature
- **Business-based:** Marketing, Web Design, Instruction Manuals, Catalogs, Software

Business Education: IP and Creative Assets

- **Government Hotline or Brochure**
- **Business Roundtables**
- **Online Education**