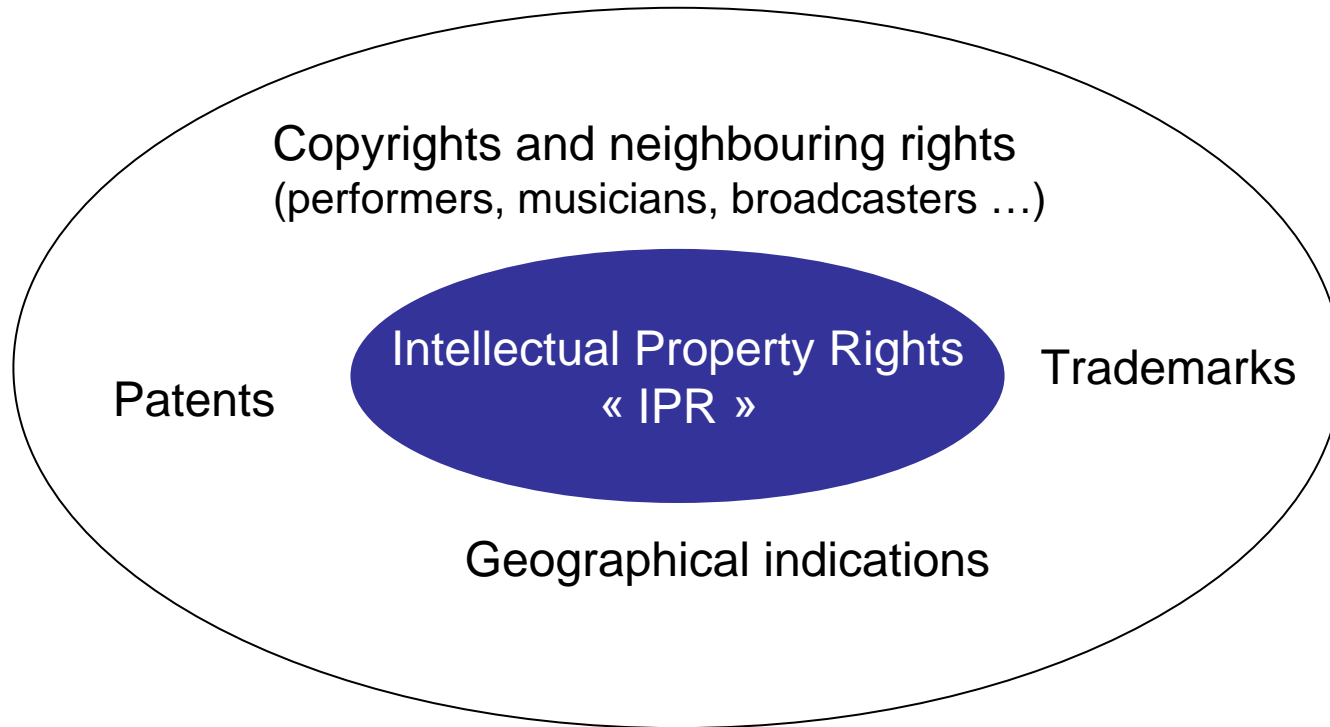


Intellectual Property : a Strategy for Europe



EU Commissioner BARNIER

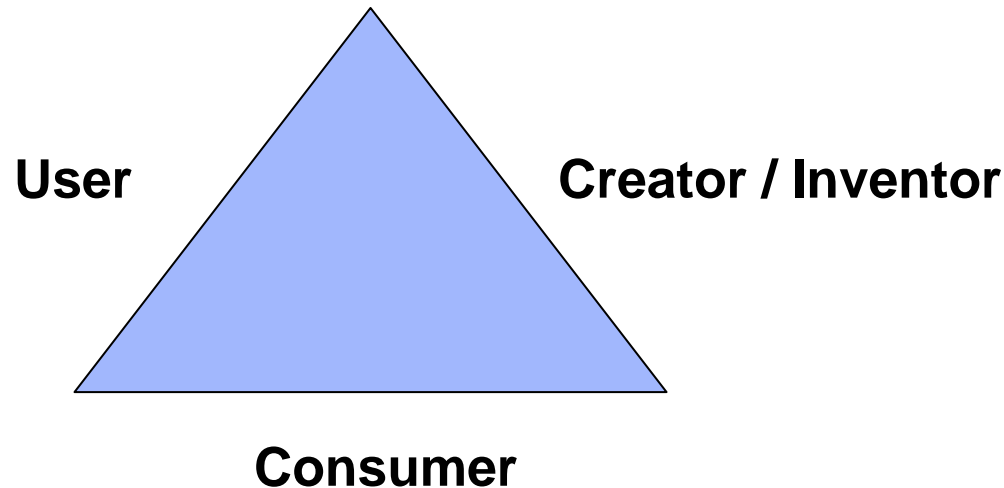
IPR : the galaxy of rights



The essence of IPR legislation : a governance tool



- IPR legislation is a **governance tool** to **optimize transactions** involving intellectual property rights :
 - Incentivize creation and innovation
 - Promote circulation and distribution of IPR protected goods and services

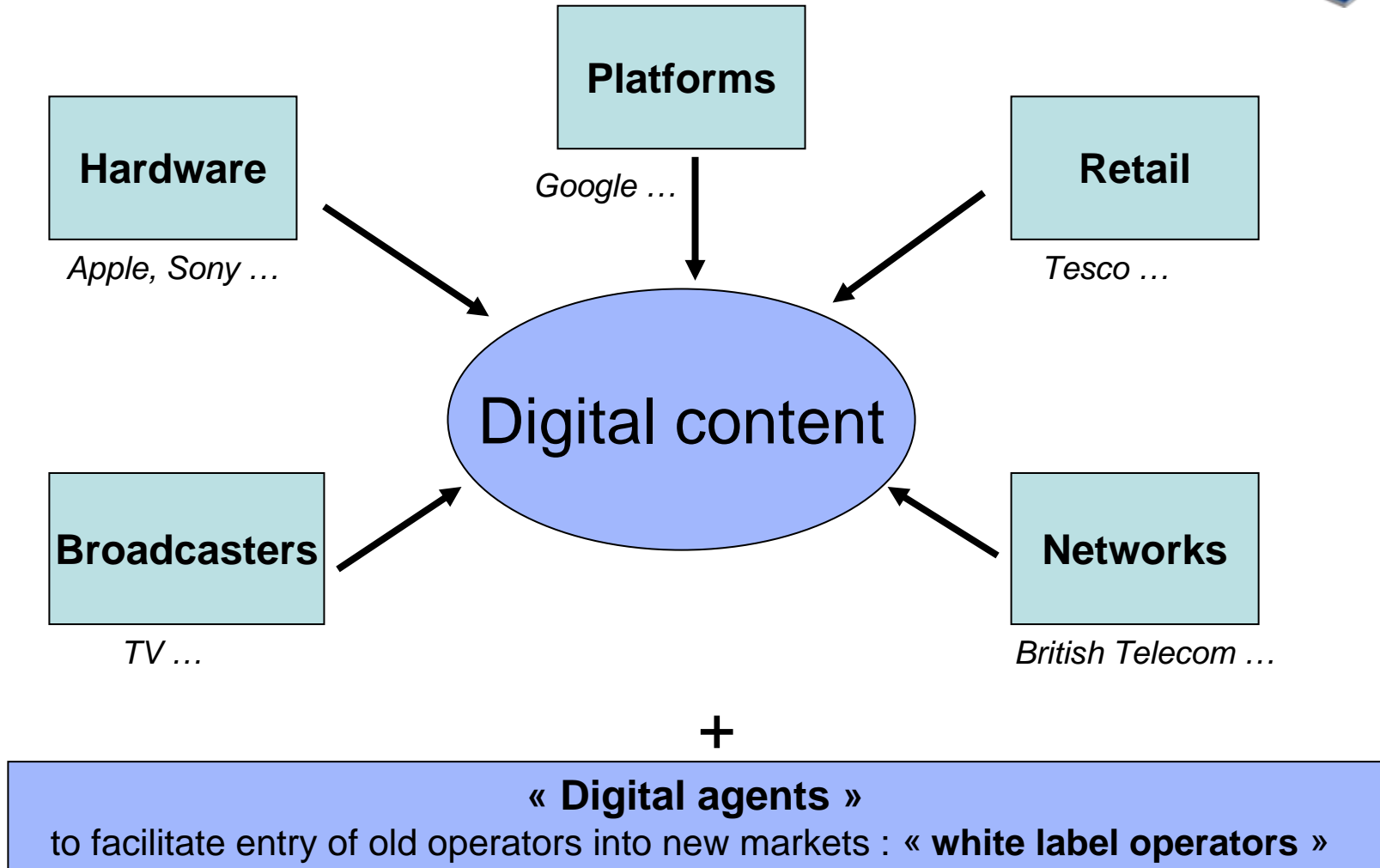




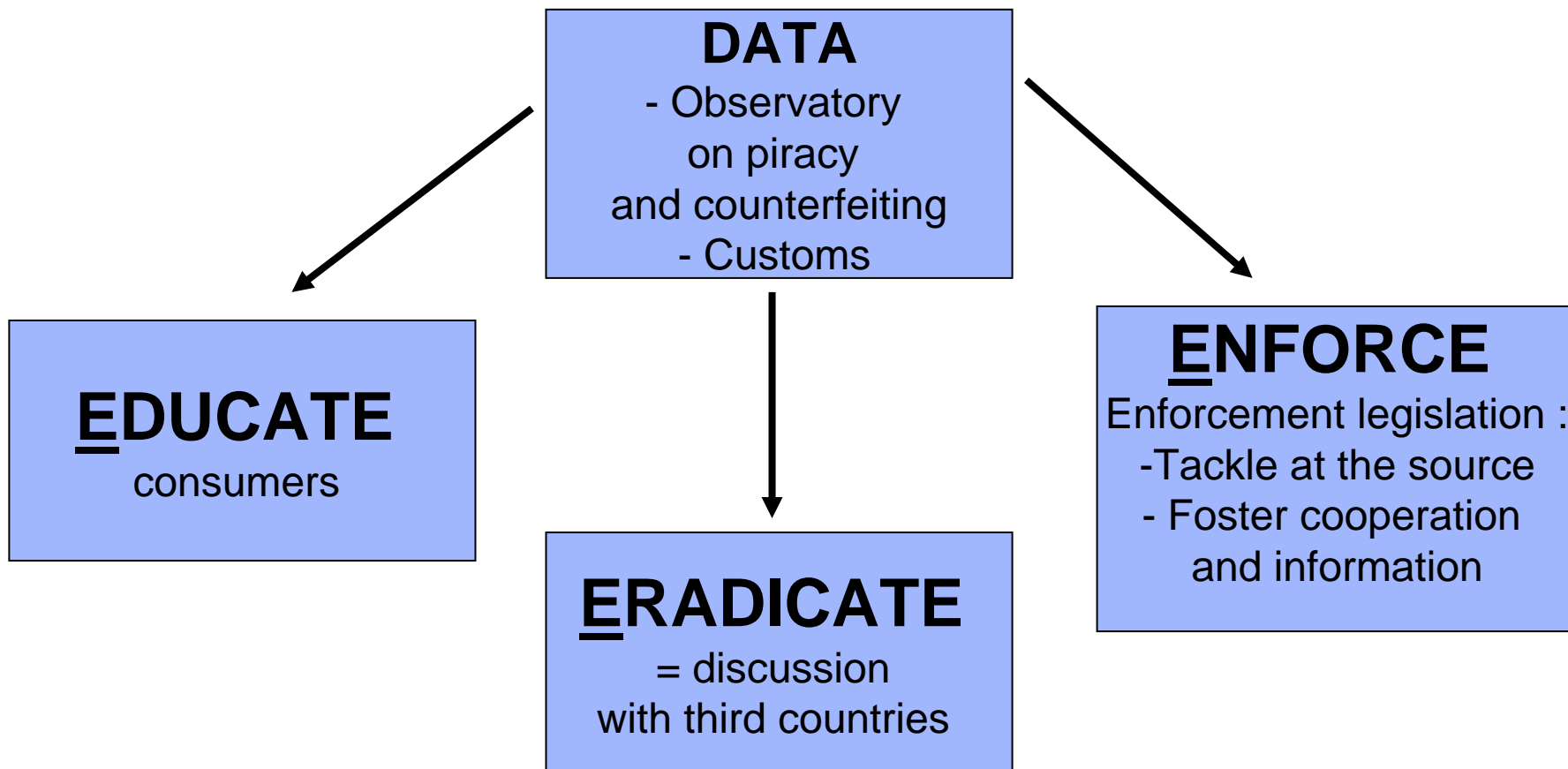
Enable and incentivise

**Creators, users and
consumers will do the rest**

Emerging business models



“Triple E” : An action plan against piracy and counterfeiting



Conclusion

IPR : where do we go to

