



Intellectual Property Institute of Canada  
Institut de la propriété intellectuelle du Canada

# Own it. C'est à vous.

A CAMPAIGN BY THE  
INTELLECTUAL PROPERTY INSTITUTE OF CANADA (IPIC)

Media Kit

## Campaign Background

Intellectual property is a fundamental element in the growth of innovative companies. The road from idea to commercial product or service includes the key step of protecting the IP that is inherent to innovation. Because innovation and intellectual property are inextricably linked, countries that are global innovation leaders have robust IP systems. However, research has demonstrated that Canadian organizations are less aware of intellectual property than their U.S. counterparts, and are not as familiar with how IP applies to them or how they could better use IP to achieve their goals. Supporting the increased use of the IP system benefits the economy and supports a strong and vibrant IP profession in Canada.

IPIIC believes that businesses need to consider IP as central to business planning as they would consider marketing, tax planning, or R&D to their overall strategy for business growth.

The campaign's tagline **Own it. (French: C'est à vous.)** is a bold rallying call to Canadian companies to be fearless and future-focused. To own every step of their journey. It's also sound advice to secure what belongs to them - their intellectual property – and a call to action to take those steps now before they lose their competitive advantage.

The first flight of the campaign initially launched in early 2018, while the second flight launched later that year. Previous collateral and testimonial videos can be found on the campaign's microsite at [ownyourip.ca](http://ownyourip.ca).

## Launch Date

The third flight of the **Own it.** campaign will see a soft launch on Monday, April 27<sup>th</sup>, 2020 in celebration of World IP Day. This year, the theme is **Innovate for a Green Future** – which inspired us to feature two Canadian cleantech companies in our testimonial videos.

The full launch of the campaign across paid digital platforms will take place sometime in Fall 2020, with a final date to be confirmed. Flights 1 and 2 of the **Own it.** campaign resulted in over 12 million impressions and we are hoping to achieve similar results with this third flight.

## Testimonial Videos

### Using IP to bring an air pollution solution to the global market



Thousands of people die in North America due to air pollution each year. EnvisionSQ uses IP to protect the roadside barrier it has created to filter both noise and air pollutants with aerodynamic design and a sunlight-powered coating. By owning their IP, the team at EnvisionSQ is able to secure the global future of their company.

EN: <https://youtu.be/Y6X369OhFuw>

FR: <https://youtu.be/BSGYSNkolYE>

Direct download:

<https://www.dropbox.com/sh/jbgu4gdxwwm4z5j/AAD1p00KgbTM7lXrh84IKw9Aa?dl=0>

## Protecting green battery recycling techniques with IP



200,000 tonnes of lithium batteries are discarded each year, with most of them being burned. Lithion Recycling turns to IP to protect the innovative technique they've developed to extract strategic material from these batteries, which recycles them into a new production chain while saving our environment in the process.

EN: [https://youtu.be/\\_8qq4fx0rws](https://youtu.be/_8qq4fx0rws)

FR: <https://youtu.be/bqnv-1QZAgS>

Direct download:

<https://www.dropbox.com/sh/jbgu4gdxwwm4z5j/AAD1p00KgbTM7lXrh84IKw9Aa?dl=0>

## Social Media Handles

Twitter EN: [https://twitter.com/IPIC\\_Canada](https://twitter.com/IPIC_Canada)

Twitter FR: [https://twitter.com/IPIC\\_Canadafr](https://twitter.com/IPIC_Canadafr)

LinkedIn: <https://www.linkedin.com/company/ipiccanada>

Facebook: <https://www.facebook.com/ipic.canada/>

## Hashtags

#ownyourIP

#votrePIcestavous

## Campaign Micro-Sites

EN: <https://ownyourip.ca/>

FR: <https://ownyourip.ca/fr/>

## Sample Social Media Posts

*\*We recommend linking back to the campaign micro-site, including a campaign hashtag and direct uploading one of the campaign videos into the post so that it auto-plays on social platforms. You can also tag our social account if there is space in the post.*

- Intellectual property can account for more than 80 percent of a single company's value today. Find out how to maximize your opportunities and grow your business. #ownyourIP
  - La propriété intellectuelle peut représenter plus de 80% de la valeur d'une seule entreprise. Découvrez comment maximiser vos opportunités commerciales et développer votre entreprise. #votrePcestavous
- Lithion Recycling turns to IP to protect the innovative technique they have developed to recycle batteries and expand their global reach. #ownyourIP @LI\_Recycling
  - Recyclage Lithion utilise la PI pour protéger leur technique innovante pour recycler les batteries et développer leur influence au niveau mondial. #votrePcestavous @LI\_Recycling
- Your intellectual property refers to your patents, trademarks, copyright, industrial designs and similar rights — and it's one of your business' most valuable assets. #ownyourIP
  - Votre propriété intellectuelle comprend vos brevets, vos marques de commerce, vos droits d'auteur, vos dessins industriels et autres droits semblables, et elle constitue votre actif le plus important. #votrePcestavous
- By owning their IP, Canada-based @EnvisionSQ is able to secure the future of their air pollution solution on the international stage. #ownyourIP
  - En protégeant leur propriété intellectuelle, la compagnie canadienne @EnvisionSQ, est en mesure de sécuriser l'avenir de sa solution pour diminuer la pollution de l'air sur la scène internationale. #votrePcestavous
- Treat your intellectual property as importantly in your business planning as you would your marketing, tax planning or R&D. Make it a part of your start-up checklist. #ownyourIP
  - Votre propriété intellectuelle est aussi importante dans votre planification des activités que votre marketing, votre planification fiscale ou votre R et D. Faites-en une partie de votre liste de vérification. #votrePcestavous
- Intellectual property is the foundation of your vision and your journey. It's the element that sets your business apart from all others. #ownyourIP
  - Votre propriété intellectuelle s'appuie sur votre vision et votre cheminement. Elle est ce qui distingue votre entreprise de toutes les autres. #votrePcestavous

*For more information about supporting material for IPIC's **Own it.** campaign, please contact IPIC's Manager of Communications, Stephanie Naday, at [snaday@ipic.ca](mailto:snaday@ipic.ca).*