



# MEDIA RELEASE

**Bob Baldwin, MP**

Parliamentary Secretary to the  
Minister for Industry, Tourism and Resources

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## MORE ENFORCEMENT DOLLARS FOR IP RIGHTS

Australian trade mark and copyright owners will have access to stronger intellectual property (IP) protection as the result of a multi-million dollar funding boost to fight IP crime.

Parliamentary Secretary to the Minister for Industry, Tourism and Resources Bob Baldwin said Australian Government funding of more than \$24.8 million over the next two years would enable the Australian Federal Police and the Commonwealth Director of Public Prosecutions to more effectively target trade mark and copyright crime.

“If IP rights become more enforceable, their value increases. This is good news for Australia as it means innovative and creative Australians can reap the rewards of their clever thinking with access to better enforcement resources,” Mr Baldwin said.

“The infringement of IP rights is a serious crime, occurring at a direct cost of millions of dollars to the Australian economy each year and directly impacting on businesses, workers and consumers. Anyone who has a new invention, a creative idea or a technological breakthrough is at risk of being an IP crime victim.

“It’s a common misconception that IP crime is a victimless crime. This is simply not true – trade mark infringement can directly affect the bottom line of a company that has worked hard to establish a quality reputation in the market. Anything that tarnishes their reputation will affect the viability of the business and can stagnate business growth. Copyright infringement is similar although often it is the creative artist who suffers if there is significant infringement of their material.

“Consumers can also become victims of IP theft,” Mr Baldwin said. “Often consumers are left defenceless and unaware that they are inadvertently purchasing substandard imitation goods.”

For more information on IP, visit [www.ipaustralia.gov.au](http://www.ipaustralia.gov.au)

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