



**Toronto, May 2013** – Innovation is Canada’s “most precious national resource” but recognizing and managing it as intellectual property is necessary to extract its economic benefits, says Dr. Ruth Corbin, Managing Partner and CEO of CorbinPartners Inc.

Dr. Corbin’s remarks appear in a parliamentary committee report on “The Intellectual Property Regime in Canada,” released in March.

The Standing Committee on Industry, Science & Technology spent a year studying the effectiveness of the current intellectual property regime in Canada, and the role of intellectual property in fostering Canadian innovation and leading edge technology, especially in an era of global competition and need to find new ways of increasing labour productivity.

Dr. Corbin was one of 50 invited witnesses. She appeared before the committee in Ottawa in May 2012.

Dr. Corbin was one of several experts who spoke about the importance of “gathering sound evidence in measuring Canadian IP-related performance,” the report states.

“Ruth Corbin noted that Canada could benefit from an innovation ‘measurement directorate’ that could help determine whether or not Canada is succeeding in its efforts at improving innovation performance.”

The report also draws attention to Dr. Corbin’s suggestion that the Government of Canada could play a role in helping businesses manage their IP assets, by *“influenc[ing] the culture of corporate governance in businesses.”*

To improve awareness of IP among Canadians, Dr. Corbin suggested IP management should be taught at Canadian business schools. She also said the federal government should bring IP management to the attention of regulators *“... so that when they advise businesses, corporate governors and directors...they will understand that the risk management of intellectual property is one of the standards [to mitigate risks].”*

Dr. Corbin said this week that testifying before the committee was a “privilege and an opportunity to raise awareness of the role IP can play in Canada’s future.”

To read to Committee’s full report click here.

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