

# IP HIGHLIGHTS

## IP PROTECT: OUTREACH INITIATIVE SUPPORTING SMALL AND MEDIUM-SIZED ENTERPRISES

The National Intellectual Property Rights Coordination Center (IPR Center) in partnership with Michigan State University's Center for Anti-Counterfeiting and Product Protection (A-CAPP), U.S. Chamber of Commerce, and the Better Business Bureau announced the launch of "IP Protect."

This joint initiative provides resources – free of charge – to aid small to medium-sized enterprises in protecting themselves against IP theft, fraud, and cyber security awareness.

One of the primary goals of IP Protect is to have special agents meet with local government and community organizations to facilitate connections with the companies that can benefit most from the initiative.

Once these connections are made, special agents can communicate directly with local SMEs to raise awareness about exposures that can leave them at risk to IP loss and fraud and

provide a local point of contact for reporting fraud and suspicious activity.

An example of the resources and educational materials available to SMEs through the IP Protect initiative can be found on the MSU A-CAPP Center's website.

IP Protect established a national tip and assistance resource that can be accessed by businesses and organizations by emailing [IPprotect@dhs.gov](mailto:IPprotect@dhs.gov) or visiting the HSI-led National Intellectual Property Rights Coordination Center at <https://www.iprcenter.gov/>

IP Protect Video:

<https://public.huddle.com/b/RPogKD/index.html>



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