

## MESSAGE

Intellectual property has come to play a defining role in business, particularly those businesses that are driven by science, technology and intellectual capital. It is not only an intangible asset but also a determinant of competitive advantage. Therefore, intellectual property strategies have become an integral component of business strategy.

Intellectual property issues have also grown beyond the confines of business to being an important agenda in international trade negotiations, protection of traditional knowledge and upholding societal endowments.

'World Intellectual Property Day' is observed April 26 every year. It was established by the World Intellectual Property Organization (WIPO) in 2001 to 'raise awareness of the role of intellectual property in our daily lives, and to celebrate the contribution made by innovators and artists to the development of societies across the globe.' April 26 2010 marks the tenth anniversary of World Intellectual Property Day and the 40th anniversary of the entry into force of the Convention establishing WIPO. The theme of World IP Day in this celebratory year is 'Innovation – Linking the World'.

This Day is not just a celebration of the contribution of innovators, but a tribute to the inherent creativity in humans and the ability to translate this creativity for common good.

On this important day, I would like to warmly compliment ITAG Business Solutions for its role in raising awareness about intellectual property and for dedicating itself to the cause of supporting innovation and creativity. I also take this opportunity to wish ITAG Business Solutions every success in all its endeavours.

Mumbai  
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K.V. Subramaniam  
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