

WHEREAS, Intellectual property (IP) encompasses a wide range of creative and innovative endeavors, including patents, trademarks, copyrights, and trade secrets, which collectively drive progress in technology, arts, sciences, and commerce; and

WHEREAS, Furthering awareness and understanding of the role and impact of IP is beneficial to Californians in a place where inclusion and diversity from all walks of life are celebrated; and

WHEREAS, The State of California recognizes the crucial role that IP plays in fostering innovation and creativity, as well as in advancing California to become the fourth largest economy in the world; and

WHEREAS, California's creative industries thrive on the exchange of ideas, collaboration, and the constant push for new artistic and technological frontiers, all of which are facilitated and nurtured by a robust IP framework; and

WHEREAS, The protection and enforcement of IP rights provide the incentive for individuals, companies, and organizations to invest in research and development, leading to the creation of new products, services, and technologies that improve our lives and advance industries; and

WHEREAS, California and its diverse citizenry, educational institutions, and businesses lead globally in creating IP and embody the curious and entrepreneurial "Eureka" spirit that drives the economy; and

WHEREAS, California stands as a beacon of innovation, hosting a diverse ecosystem of entrepreneurs, startups, researchers, and creators who contribute to the state's vibrant economy by leveraging IP to generate jobs, foster economic growth, and attract investment; and

WHEREAS, California's leadership in the field of patents and IP work is exemplified by the state's remarkable number of patents filed, the quality of research institutions, and the thriving technology and entertainment industries that rely heavily on strong IP protection; and

WHEREAS, Promoting IP awareness encourages a culture of respect for originality and fosters collaboration among individuals and entities in various sectors to drive the development of groundbreaking solutions and artistic expressions; and

WHEREAS, Education and outreach activities during Intellectual Property Awareness Month will empower citizens, students, and businesses to better understand the value of IP rights, as well as how to protect their creations, promote inclusion and diversity, and navigate the intricate landscape of IP law in California; now, therefore, be it

*Resolved by the Senate of the State of California, the Assembly thereof concurring,* That the Legislature hereby recognizes the month of October 2024 as Intellectual Property Awareness Month in California; and be it further

*Resolved,* That the Secretary of the Senate transmit copies of this resolution to the author for distribution.

