

# 26.04.2016

## WORLD INTELLECTUAL PROPERTY DAY



WE'RE CELEBRATING CREATORS AND CREATIVITY  
.....  
HERE'S HOW LIBRARIES HELP



LIBRARIES HELP PEOPLE OF  
ALL AGES LEARN TO  
LOVE READING



WE EVEN HELP THEM  
GET USED TO  
NEW WAYS OF DOING IT

.....  
WITHOUT LIBRARIES THERE WOULD BE  
FEWER PEOPLE BUYING AND ENJOYING BOOKS  
.....



LIBRARIES ARE ALSO THERE FOR  
AUTHORS WHEN THEY'RE  
RESEARCHING THEIR NEXT WORK



AND WHEN THEY'RE DONE  
WE PROVIDE MARKETING  
— FOR FREE



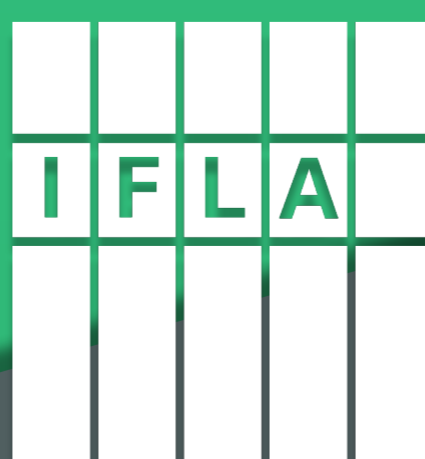
WE ARE INFORMATION  
PROFESSIONALS - WE  
RESPECT COPYRIGHT



OH... AND LIBRARIES SPEND  
\$25BN A YEAR  
ON CREATIVE CONTENT

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LIBRARIES SUPPORT CREATORS.  
LIBRARIES SUPPORT CREATIVITY.  
TO DO IT, WE NEED A COPYRIGHT SYSTEM THAT WORKS.  
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FIND OUT MORE: [WWW.IFLA.ORG/COPYRIGHT-CREATIVITY](http://WWW.IFLA.ORG/COPYRIGHT-CREATIVITY)  
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INTERNATIONAL FEDERATION OF  
LIBRARY ASSOCIATIONS AND INSTITUTIONS

ALL ICONS MADE BY FREEPIK:  
[WWW.FLATICON.COM](http://WWW.FLATICON.COM)