Seed Innovation and Protection Alliance

GUIDING PRINCIPLES

The Seed Innovation and Protection Alliance (the “Alliance”) is a member driven organization established to promote the understanding and value of seed innovations for the benefit of members, growers, industry partners, consumers and the agricultural community. This is accomplished through the development and distribution of educational materials, educational programs, referral lists, and advocacy of a Code of Conduct for Alliance members and the industry.

The Alliance strives to identify and develop educational materials as well as best practices related to the identification, promotion, and protection of seed innovation. The Alliance serves as both a clearinghouse and repository of educational materials as well as provides educational workshops to further foster understanding and appreciation of seed innovations.

The Alliance supports the use of education as an instrument to protect innovation and prevent infringement of intellectual property rights. Through the development and dissemination of educational materials including best practices, the Alliance seeks to educate its members, growers, industry partners and the agricultural community about the rights and responsibilities of intellectual property owners concerning seeds and traits, including patents, plant variety protection, plant breeders’ rights, trademarks, copyrights and trade secrets.

The Alliance maintains a collection of contact information for specialist service providers such as attorneys, technical experts, and other consultants. These specialists are experienced in, and understand the various aspects and specific issues related to the protection of seed innovation.

The Alliance works to realize its mission by promoting and encouraging a higher standard of business ethics among its members and the seed industry through the development of a Code of Conduct. The Alliance encourages its members, growers, industry partners as well as the agricultural community to honor all valid obligations and contracts between seed companies, suppliers, and customers involving the use and protection of intellectual property. Such obligations and contracts include licensing agreements, agreements governing confidentiality and trade secrets as well as those involving the production, marketing, distribution, or sale of seed.