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Press Release

**Source: Institute for Trade, Standards,  
and Sustainable Development**

**ITSSD: IP-Based Innovation, Not IP  
Opportunism, is in Brazil's Best Interests**

Thursday September 21, 11:31 am ET

**A New ITSSD Article Discusses How, by Rediscovering the Value of Private Intellectual Property Rights, Brazil Can Stimulate Domestic Innovation and Generate Economic Growth**

PRINCETON, N.J., Sept. 21 /PRNewswire/ -- While the government of Brazilian President Luiz Inacio Lula da Silva works diligently to appear as a political moderate and a dependable market-friendly force within a highly volatile and blatantly populist region of the world, international business, trade and regulatory expert Lawrence A. Kogan of the **ITSSD** reports how **Brazil**, under Mr. Lula's leadership, is actually working to undermine exclusive private property rights and free enterprise globally.

In a new article appearing in the peer-reviewed International Journal of Economic Development (IJED)...