



CANADA'S MEDICAL DEVICE TECHNOLOGY COMPANIES  
LES SOCIÉTÉS CANADIENNES DE TECHNOLOGIE DES  
DISPOSITIFS MÉDICAUX

## News Release

For Immediate Release  
May 11, 2007

### **MEDEC Launches Code of Conduct Registered Trademark Program**

**Toronto** – MEDEC, the industry association representing Canada's medical device companies, is pleased to announce that the industry's Code of Conduct Registered Trademark program was released at MEDEC's Annual General Meeting on May 10<sup>th</sup>, 2007.

MEDEC launched an industry Code of Conduct in 2005 in response to growing global and industry interest in promoting ethical business practices and governing interactions with healthcare professionals. In 2007, the MEDEC Code of Conduct Symbol became a registered trademark under the Canadian *Trade-Marks Act* and available for use exclusively by MEDEC members.

“Displaying the Registered Trademark Symbol provides visible evidence to customers and other stakeholders that MEDEC member companies are guided by the highest ethical standard,” says Stephen Dibert, MEDEC President & CEO. “Their leadership will set a standard for ethical behaviour that sets them apart from their competitors.”

Charter Licensees to date of the MEDEC Code of Conduct Registered Trademark include BIOTRONIK Canada, Inc., Dade Behring Canada Inc., Latician Ophthalmics, Inc. Medtronic of Canada Ltd., Sorin Group Canada Inc., and St. Jude Medical Canada, Inc.

MEDEC is the national association created by and for the Canadian medical device industry. MEDEC is the primary source for advocacy, information and education on the medical device industry for members, the greater healthcare community, industry partners and the general public. The medical device industry in Canada employs over 35,000 Canadians in close to 1,500 corporate facilities, and contributes nearly \$6 billion in national sales per annum. MEDEC's focus is on ensuring access to proven, safe technology and new, innovative medical technology developed by member companies. Access [www.medec.org](http://www.medec.org).

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