



THE INTELLECTUAL PROPERTY LAW ASSOCIATION OF CHICAGO

Proudly Presents

2011 Creative Achievement Award

The IPLAC Creative Achievement Award is given to honor creative achievements in the Chicago metropolitan area which are eligible for intellectual property protection. IPLAC is proud to recognize Kraft Foods as the winner of the 2011 IPLAC Creative Achievement Award for its long term commitment to patenting innovations and for its creation and development of numerous world-famous brands.

Northfield-based Kraft Foods traces its origins to 1903 when it was a one-person business operated by J.L. Kraft in Chicago. The company received its first patent, entitled “Process of Sterilizing Cheese and an Improved Product Produced by Such Process,” in 1916. The patented product, a staple for soldiers during World War I, was described as the perfect ration – a highly nutritious food that remained fresh over long shipments without refrigeration. By 1923 Kraft Foods had become the largest cheese company in the world. Kraft Foods’ continuing commitment to innovation has supported its growth as a global leader in marketing, health & wellness and sustainability. Over the years, Kraft Foods has obtained hundreds of patents for inventions ranging from improvements in food products for healthier eating to new kinds of environmentally-friendly packaging.

Over the years, the company has grown from within, and has also grown by acquisition of other well-established and highly respected businesses, some of which were founded before Kraft itself. Kraft is now the world’s second largest food company with annual revenues of \$49.2 billion. Millions of times a day, in approximately 170 countries, consumers reach for their favorite Kraft Foods brands. Eleven of the company’s iconic brands, including Cadbury, Jacobs, Kraft, LU, Maxwell House, Milka, Nabisco, Oreo, Oscar Mayer, Philadelphia and Trident, generate revenues of more than \$1 billion annually, and 40 have been loved for over a century. Kraft Foods protects its famous brands with trademark registrations throughout the world.

