



FOR IMMEDIATE RELEASE
October 6, 2010

CONTACT: Eric H. Smith
(202) 833-4198

Statement of the International Intellectual Property Alliance (IIPA) on the Anti-Counterfeiting Trade Agreement (ACTA)

Washington, D.C. — Eric H. Smith of the International Intellectual Property Alliance (IIPA), released the following statement on behalf of the IIPA:

“IIPA welcomes the Administration’s announcement of the conclusion of an historic and forward-looking multilateral agreement — the Anti-Counterfeiting Trade Agreement (ACTA). Pervasive copyright piracy, both online and offline, continues to hamper economic recovery and job growth around the world, including in the U.S. We applaud the U.S. Government’s leadership in forging an agreement among countries representing 50% of world trade to step up their efforts to combat this theft.”

“The ACTA negotiating countries (The European Union, Canada, Switzerland, Japan, Australia, New Zealand, Korea, Singapore, Mexico, Morocco and the U.S.) represent a critical alliance. These countries are pledging to strengthen enforcement against piracy and counterfeiting in their own countries, and to cooperate more effectively to fight this global problem. We congratulate the U.S. negotiators, led by the office of the U.S. Trade Representative, on this noteworthy achievement. We look forward to a detailed review of the text of the just-released agreement, which we expect to establish a strong baseline for meeting the current and emerging challenges of piracy and counterfeiting, over digital networks as well as in more traditional marketplaces. ACTA marks the launch of an evolving partnership among all countries that recognize the importance of strong intellectual property protection in developing the creative and innovative sectors of their economies, creating good jobs, increasing cultural diversity, promoting technological advances, enhancing the rule of law, and boosting legal trade in products and services protected by intellectual property laws. Our industry looks forward to working with the U.S. government, and with governments of the other ACTA countries, to advance these goals within the ACTA framework.”

###

About the IIPA: The International Intellectual Property Alliance (IIPA) is a coalition of seven trade associations – Association of American Publishers (AAP), Business Software Alliance (BSA), Entertainment Software Association (ESA), Independent Film & Television Alliance (IFTA), Motion Picture Association of America (MPAA), National Music Publishers' Association (NMPA) and the Recording Industry Association of America (RIAA) – which represent the U.S. copyright-based industries in bilateral and multilateral efforts to open up foreign markets closed by piracy and other market access barriers. These member associations represent over 1,900 U.S. companies producing and distributing materials protected by copyright laws throughout the world—all types of computer software, including business applications software and entertainment software (such as videogame discs and cartridges, personal computer CD-ROMs, and multimedia products); theatrical films, television programs, DVDs and home video and digital representations of audiovisual works; music, records, CDs, and audiocassettes; and textbooks, trade books, reference and professional publications and journals (in both electronic and print media). Visit our webpage to find more details on this and other copyright and trade issues, www.iipa.com.