

FOR IMMEDIATE RELEASE

April 29, 2021

IIPA Announces Appointment of Kevin Rosenbaum as Executive Director

Washington — The International Intellectual Property Alliance® (IIPA®) today announced the appointment of Kevin Rosenbaum as Executive Director.

Lui Simpson, Chair of IIPA's Board of Directors, said, "Kevin is a trusted advisor, and the breadth and depth of his experience make him well suited to lead IIPA into the future and carry forward IIPA's important legacy of leadership and expertise on copyright law and international trade policy."

"I'm excited to build on IIPA's strong foundation and support the critical effort to open markets around the world to American creativity, which supports millions of high-quality, well-paying U.S. jobs, makes vital economic and cultural contributions to our country, and enriches our lives in so many ways," said Rosenbaum.

Rosenbaum has served as Counsel to the IIPA since 2015, representing the IIPA before federal government agencies, Congress, and foreign governments on copyright and international trade matters. Rosenbaum joined the IIPA after serving in the federal government in various roles, including with the U.S. Patent and Trademark Office, the U.S. Senate Finance Committee, the Office of the United States Trade Representative, the Office of the U.S. Intellectual Property Enforcement Coordinator, the U.S. International Trade Commission, and U.S. Customs and Border Protection. Prior to his government service, Rosenbaum was in private practice, counseling clients on intellectual property protection and enforcement issues. Rosenbaum is a registered patent attorney, and received his J.D. from Georgetown University Law Center and a B.S. in Electrical and Computer Engineering from Johns Hopkins University.

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About the IIPA: IIPA is a private sector coalition, originally formed in 1984, of trade associations representing U.S. copyright-based industries working to improve copyright protection and enforcement abroad and to open foreign markets closed by piracy and other market access barriers. IIPA represents producers and publishers of creative content on copyright, international trade policy, and similar issues. Members of the IIPA include Association of American Publishers (www.publishers.org), Entertainment Software Association (www.theesa.com), Independent Film & Television Alliance (www.ifta-online.org), Motion Picture Association (www.motionpictures.org), and Recording Industry Association of America (www.riaa.com). Collectively, IIPA's five member associations represent over 3,200 U.S. companies producing and distributing copyrightable content. The materials produced and distributed by IIPA member companies include entertainment software (including interactive video games for consoles, handheld devices, personal computers and the Internet) and educational software; motion pictures, television programming, DVDs and home video and digital representations of audiovisual works; music recorded in all formats (from digital files to CDs and vinyl) for streaming and other online services, as well as broadcasting, public performance and synchronization in audiovisual materials; and fiction and non-fiction books, educational, instructional and assessment materials, and professional and scholarly journals, databases and software in all formats.