

INTERNATIONAL INTELLECTUAL PROPERTY ALLIANCE®



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The **International Intellectual Property Alliance (IIPA)** is a private sector coalition formed in 1984 to represent the U.S. copyright-based industries in bilateral and multilateral efforts to improve international protection of copyrighted materials. IIPA is comprised of seven trade associations, each representing a significant segment of the U.S. copyright community. These member associations represent 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 CDs and cartridges, personal computer CD-ROMs and multimedia products); theatrical films, television programs, home videos and digital representations of audiovisual works; music, records, CDs, and audiocassettes; and textbooks, tradebooks, reference and professional publications and journals (in both electronic and print media).

The U.S. copyright-based industries are one of the fastest-growing and most dynamic sectors of the U.S. economy. Inexpensive and accessible reproduction technologies, however, make it easy for copyrighted materials to be pirated in other countries. Losses due to piracy of U.S. copyrighted materials around the world are conservatively estimated to reach \$30-\$35 billion annually (not including internet piracy). IIPA and its member associations track copyright legislative and enforcement developments in over 80 countries, working with U.S. government, foreign government and private sector representatives. IIPA's goal is a legal and enforcement regime for copyright that not only deters piracy, but that also fosters technological and cultural development in these countries, and encourages local investment and employment.

IIPA works closely with the U.S. Trade Representative in the annual "Special 301" reviews on whether acts, policies or practices of any foreign country deny adequate and effective protection of intellectual property rights or fair and equitable market access for U.S. persons relying on intellectual property protection. IIPA was the principal representative of these copyright industries in assisting the U.S. government in the WTO TRIPS negotiations, the NAFTA negotiations and at the Diplomatic Conference leading to the completion of the two "Internet" treaties in WIPO in 1996. IIPA has also worked with the U.S. government on the IPR provision of all the recent Free Trade Agreements and in securing full implementation of the WIPO Internet treaties globally. It participates in policy developments in copyright and enforcement issues in bilateral and regional initiatives such as the Asia Pacific Economic Cooperation (APEC). IIPA participates in trade actions brought under trade laws, such as the Generalized System of Preferences (GSP) and other trade preference programs. IIPA is a non-governmental organization at the World Intellectual Property Organization (WIPO).

As technology rapidly changes, IIPA is working to ensure that high levels of copyright protection become a central component in the legal framework for the growth of global electronic commerce. Strong legal protections against the theft of intellectual property are essential for achieving the full economic and social potential of global e-commerce. To advance this goal, IIPA is working for the prompt ratification and effective implementation of the WIPO Copyright Treaty and the WIPO Performances and Phonograms Treaty in as many countries as possible.

IIPA MEMBERS

Association of American Publishers (AAP)

AAP is the principal trade association of the American book and journal publishing industry and has over 300 members. AAP members publish hardcover and paperback books in every field, including general fiction and non-fiction, textbooks, reference works, religious books, scientific, medical, technical, professional and scholarly books and journals, poetry and children's literature. AAP members also produce audio and videotapes, computer software, loose leaf materials, electronic products and services (including on-line databases), CD-ROMs, and a range of educational materials, including classroom instructional and testing materials. AAP's primary functions are to promote the status of publishing around the world, to assist in protecting its members' copyrights at home and abroad, and to defend intellectual freedom at home and the freedom of written expression worldwide. For more information, please visit www.publishers.org.

Business Software Alliance (BSA)

The Business Software Alliance is the foremost organization dedicated to promoting a safe and legal digital world. BSA is the voice of the world's commercial software industry and its hardware partners before governments and in the international marketplace. Its members represent one of the fastest growing industries in the world. BSA programs foster technology innovation through education and policy initiatives that promote copyright protection, cyber security, trade and e-commerce. BSA members include Adobe, Apple, Autodesk, Avid, Bentley Systems, Borland, CA, Cadence Design Systems, Cisco Systems, CNC Software/Mastercam, Corel, Dell, EMC, HP, IBM, Intel, McAfee, Microsoft, Monotype Imaging, PTC, Quark, Quest Software, SAP, Siemens PLM Software, SolidWorks, Sybase, Symantec, Synopsys, and The MathWorks

Entertainment Software Association (ESA)

The ESA is the U.S. association dedicated to serving the business and public affairs needs of the companies publishing interactive games for video game consoles, handheld devices, personal computers, and the Internet. ESA members collectively account for more than 90 percent of the \$9.5 billion in entertainment software sales in the U.S. in 2007, and billions more in export sales of entertainment software. The ESA offers services to interactive entertainment software publishers including a global anti-piracy program, owning the Electronic Entertainment Expo trade show, business and consumer research, government relations and First Amendment and intellectual property protection efforts. For more information, please visit www.theesa.com.

Independent Film & Television Alliance (IFTA)

The Independent Film & Television Alliance (formerly AFMA) is the global trade association of the independent motion picture and television programming industry. Headquartered in Los Angeles, the organization represents and provides significant entertainment industry services to more than 160 member companies from 22 countries, consisting of independent production and distribution companies, sales agents, television companies, studio-affiliated companies, and financial institutions engaged in film finance. Forty percent of the Independent Film & Television Alliance's membership and thirty percent of the association's board of directors are from outside the U.S. Collectively, the Independent Film & Television Alliance's members produce more than 400 independent films and countless hours of television programming each year and generate more than \$4 billion in distribution revenues annually. For more information, please visit www.ifta-online.org.

Motion Picture Association of America (MPAA)

The Motion Picture Association of America, along with its international counterpart the Motion Picture Association (MPA), serves as the voice and advocate of six of the largest producers and distributors of filmed entertainment. Founded in 1922 as the trade association for the American film industry, the MPAA/MPA has broadened its mandate over the years to represent a diverse and expanding motion picture industry. Today, the association represents not only the world of theatrical film, but also major producers and distributors of entertainment programming for television, cable, satellite, home video, Internet and looking into the future, for delivery systems not yet imagined. Among its principal missions, the MPAA/MPA directs an anti-piracy program to protect U.S. films from infringement throughout the world. The MPAA/MPA also works to eliminate unfair trade barriers and increase competition in the international marketplace. For more information, please visit www.mpaa.org.

National Music Publishers' Association (NMPA)

Founded in 1917, the National Music Publishers' Association (NMPA) is a trade association representing over 700 American music publishers, who in turn administrate the catalogs of over 27,000 publishers. The NMPA's mandate is to protect and advance the interests of music publishers and their songwriter partners in matters relating to the domestic and global protection of music copyrights. Music publishers control the copyrights for the underlying compositions of songs on behalf of the songwriters they represent. The NMPA is the leading trade association in the United States for music publishers, and advocates for their interests, as well as for their songwriter partners, by protecting, upholding, and advancing their valuable copyrights. The Harry Fox Agency, Inc., a subsidiary of the NMPA, is the premier U.S. mechanical rights organization, licensing mechanical and digital uses of music in the United States on CDs, digital services, records, tapes and imported phonorecords. For more information, please visit www.nmpa.org.

Recording Industry Association of America (RIAA)

RIAA is a trade association, founded in 1952, which represents several hundred companies that create, manufacture and/or distribute approximately 90 percent of all legitimate sound recordings in the U.S. The U.S. recording industry employs hundreds of thousands of workers at a variety of levels and produces a foreign trade surplus. RIAA maintains a legal and investigative staff to fight against all forms of music piracy and is associated with local recording industry groups around the world to extend this fight. One of its principal missions is to ensure that copyright legislation remains adequate in light of a rapidly changing technological environment, and that appropriate conditions exist to foster creativity in music through increased investment, production, and distribution. For more information, please visit www.riaa.com.

Please visit the IIPA website at www.iipa.com.