

# INTERNATIONAL INTELLECTUAL PROPERTY ALLIANCE®



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## THE INTERNATIONAL INTELLECTUAL PROPERTY ALLIANCE® -- REPRESENTING THE U.S. COPYRIGHT-BASED INDUSTRIES FOR 25 YEARS

The International Intellectual Property Alliance (IIPA) is a private sector coalition, formed in 1984, of trade associations representing U.S. copyright-based industries in bilateral and multilateral efforts working to improve international protection and enforcement of copyrighted materials and open up foreign markets closed by piracy and other market access barriers.

IIPA's seven member associations are: the Association of American Publishers (AAP), the Business Software Alliance (BSA), the Entertainment Software Association (ESA), the Independent Film & Television Alliance (IFTA), the Motion Picture Association of America (MPAA), the National Music Publishers' Association (NMPA) and the Recording Industry Association of America (RIAA). IIPA's seven 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).

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 and transmission technologies, however, make it easy for copyrighted materials to be pirated in other countries. IIPA and its member associations, working with U.S. government, each foreign government, and local rights holder representatives, analyze copyright laws and enforcement regimes in over 80 countries and seek improvements that will foster technological and cultural development in these countries, deter piracy, and improve market access, all of which encourages local investment, creativity, innovation and employment. As technology rapidly changes, IIPA is working to ensure that high levels of copyright protection and effective enforcement become a central component in the legal framework for the growth of global electronic commerce. Strong protection and enforcement, both in-law and in-practice, against the theft of intellectual property are essential for achieving the full economic and social potential of global e-commerce.

### Examples of what we do:

Special 301 Review: IIPA works with the U.S. Trade Representative (USTR) and other U.S. government agencies 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. In February 2009, IIPA filed its twenty-first (21<sup>st</sup>) Special 301 submission with the Office of the U.S. Trade Representative (USTR). IIPA's 2009 submission analyzed legal and enforcement deficiencies, and recommended corrective actions in 48 countries. USTR's 2009 Report was issued on April 30, 2009, and contains many key copyright-related themes and also highlights problems in 47 countries, including China, Russia and Canada.



TRIPS Agreement and WIPO Internet Treaties: IIPA was the principal representative of the copyright industries in assisting the U.S. government in the WTO TRIPS negotiations and at the WIPO Diplomatic Conference leading to the completion of the two "Internet" treaties in WIPO in 1996.

Global implementation of the WIPO "Internet" Treaties: IIPA and its members are actively engaged in a major effort to ensure full and prompt implementation of these two treaties in countries worldwide. As of May 2009, 70 nations have ratified the WIPO Copyright Treaty (WCT) and 68 the WIPO Performances and Phonograms Treaty (WPPT). IIPA is a non-governmental organization at WIPO.

Economic reports on the copyright industries in the U.S. economy: IIPA's 12<sup>th</sup> economic study on the contribution of the U.S. copyright-based industries to the U.S. economy was released in July 2009. Since 1990, IIPA has worked with Economists Incorporated to issue reports detailing the contribution of the U.S. copyright-based industries to the U.S. Gross Domestic Product (GDP), employment and foreign sales/exports. Using the expertise and methodologies developed in these studies, WIPO issued Guidelines on how nations should conduct such economic studies. Close to two dozen countries already have issued, or will soon issue, similar economic reports on their national copyright industries.

IPR in U.S. Free Trade Agreements: IIPA has also worked with the U.S. government on the IPR provisions of all the recent Free Trade Agreements, including IPR chapters that contain significant obligations on copyright protection and enforcement mechanisms. Between 2000-2009, the U.S. government negotiated FTAs with numerous countries, and the following have entered into force: Jordan, Singapore, Chile, Australia, Morocco, CAFTA-DR (Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, and the Dominican Republic), Bahrain, Oman and Peru. FTAs still pending Congressional approval include Colombia, Panama and South Korea.

GSP IPR investigations: IIPA participates in trade actions brought under trade laws, such as the Generalized System of Preferences (GSP) and other trade preference programs. Over the years, IIPA has been involved GSP IPR reviews involving close to 20 countries. For example, since 1999, IIPA (and in one case, a coalition of 6 of the 7 IIPA members) filed 18 GSP IPR petitions with USTR, 10 of which were accepted and reviews initiated, and 3 of which are still underway (Russia, Lebanon and Uzbekistan).

ACTA negotiations: IIPA supported the launch of a process by which the U.S. and other interested governments seek an Anti-Counterfeiting Trade Agreement (ACTA) that focuses on three main areas: international cooperation, enforcement practices, and the legal framework for the enforcement of intellectual property rights. Given the serious global problem of copyright piracy and the need to improve effective enforcement, IIPA looks forward to an agreement that contains high standards agreed by all the signatories.

The above items are an illustrative, not exhaustive, list of the work IIPA does on behalf of its member associations. **For more information, visit the IIPA website at [www.iipa.com](http://www.iipa.com).**