
STATEMENT OF IIPA WELCOMING THE APPOINTMENT OF SHARON ISRAEL AS CHIEF POLICY OFFICER AND DIRECTOR FOR INTERNATIONAL AFFAIRS AT THE USPTO OFFICE OF POLICY AND INTERNATIONAL AFFAIRS

WASHINGTON, D.C. (January 5, 2024) – Yesterday, the U.S. Patent and Trademark Office (USPTO) announced the appointment of [Sharon Israel](#) as Chief Policy Officer and Director for International Affairs, overseeing the agency’s Office of Policy and International Affairs (OPIA) effective January 8. The Chief Policy Officer and OPIA play a critical leadership role in promoting copyright protection and lead U.S. engagement in the World Intellectual Property Organization (WIPO), where PTO’s support for American creators remains a top priority for the International Intellectual Property Alliance (IIPA). The following is a statement from Kevin Rosenbaum, Executive Director of IIPA, a coalition of five trade associations representing the U.S. creative industries:

“IIPA and its member associations welcome USPTO’s appointment of Sharon Israel to lead the Office of Policy and International Affairs (OPIA), which does the vital work of promoting strong copyright protection and enforcement globally, including in countries around the world as well as international organizations such as WIPO. We look forward to working with Ms. Israel and the exceptional OPIA team to advance our shared interest in promoting strong copyright protection and enforcement internationally, which supports the 9.6 million American workers in the core copyright industries, including nearly half of the employment in the U.S. digital economy.”

About the IIPA: IIPA is a private sector coalition, 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. Members of 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/or distributed by IIPA-member companies include: video games for consoles, handheld devices, personal computers, and online; motion pictures and television programming distributed in all formats (including cinema, television, online, mobile, DVD, etc.); 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, and databases.

In December 2022, IIPA released the latest update of its comprehensive economic report, Copyright Industries in the U.S. Economy: The 2022 Report, prepared by Secretariat Economists. (2022 Report). According to the 2022 Report, the “core” copyright industries in the United States generated over \$1.8 trillion of economic output in 2021, accounting for 7.76% of the entire economy, and employed approximately 9.6 million workers in 2021, accounting for 4.88% of the entire U.S. workforce and 5.53% of total private employment in the U.S. The jobs created by these industries are well-paying jobs; for example, copyright industry workers earn on average 51% higher wages than other U.S. workers. The report also broke new ground by measuring the copyright industries’ significant contributions to the U.S. digital economy, as that concept was defined by the federal government. In 2021, the core copyright industries accounted for 52.26% of the U.S. digital economy and 48.1% of U.S. digital economy employment, even though the government’s digital economy definition does not encompass the full range of the copyright industries’ digital activities. In addition, according to the 2022 Report, the core copyright industries outpaced the U.S. economy, growing at an aggregate annual rate of 6.15% between 2018 and 2021, while the U.S. economy grew by 1.76%. When factoring in other industries that contribute to the copyright economy (which together comprise what the 2022 Report calls the “total” copyright industries), the numbers are even more compelling. Additionally, the 2022 Report highlights the positive contribution of selected copyright sectors to the U.S. overall trade balance. Given the importance of digital delivery to the copyright-based industries, this sector has the potential to multiply its export revenues if our trading partners provide strong copyright-protective environments. In 2021, these sectors contributed \$230.3 billion in foreign sales and exports, exceeding that of many other industry sectors, including chemicals, pharmaceutical and medicines, agricultural products, aerospace products and parts, and food and kindred products. The full economic report is available at <https://iipa.org/reports/copyright-industries-us-economy/>.