

INTERNATIONAL INTELLECTUAL PROPERTY ALLIANCE®



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STATEMENT OF IIPA'S SUPPORT FOR THE NOMINATION OF VICTORIA ESPINEL TO SERVE AS INTELLECTUAL PROPERTY ENFORCEMENT COORDINATOR

The following is a statement from Eric H. Smith of the International Intellectual Property Alliance (IIPA), a coalition of seven trade associations representing the U.S. copyright-based industries:

“IIPA and its member associations strongly support the prompt confirmation of Victoria Espinel to serve as the new Intellectual Property Law Enforcement Coordinator, a position created by Congress last year. Given her vast experience and expertise on both domestic and foreign IP issues and trade policies, she is uniquely qualified to take the lead in the important task of coordinating the U.S. government's anti-piracy and enforcement training and capacity building efforts around the world. We look forward to working with her to promote strong copyright protection and enforcement globally.

“The U.S. copyright-based industries are key drivers of growth in the U.S. economy and critical to the country's ongoing recovery. These industries depend on effective enforcement of their intellectual property rights and generate increasing proportions of their revenue from outside the U.S. Foreign sales of copyright-based products reached nearly \$126 billion in 2007. Here at home, the real annual growth rates achieved by both the core and total copyright industries were more than twice the real growth rates achieved by the U.S. economy as a whole (2004-2007). The value added by the core copyright industries to the U.S. economy was \$889.1 billion, approximately 6.44% of U.S. GDP in 2007, and the value added for the total copyright industries rose to \$1.52 trillion, or 11.05% of GDP.”

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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 most recent economic report, *Copyright Industries in the U.S. Economy: The 2003-2007 Report*, was issued in July 2009 and is available at www.iipa.com.