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**STATEMENT OF THE INTERNATIONAL INTELLECTUAL PROPERTY ALLIANCE
CELEBRATING WORLD INTELLECTUAL PROPERTY DAY
IIPA issues strong support for Sense of the Congress Resolution on piracy in China and Russia**

Washington — The International Intellectual Property Alliance (IIPA), a coalition of six trade associations representing 1,300 U.S.-based copyright companies, today celebrates 2005 World Intellectual Property Day. Eric H. Smith, President of IIPA, issued the following statement:

“The theme for 2005’s World Intellectual Property Day is “Think, Imagine, Create.” This message from the Director General of the World Intellectual Property Organization (WIPO), Kamil Idris, is directed at the world’s young people to build awareness about the importance of creativity-- and the protection of the intellectual property that supports that creativity – to the daily lives of every global citizen. Without providing this protection, many of the great cultural and technological assets that we now take for granted would never have been available to us to improve our lives. Strong protection and enforcement of the world’s laws that nurture the creativity embodied in intellectual property are all too often taken for granted or viewed by a few as no longer necessary. We too often forget the important cultural and economic benefits, jobs, contributions to GDP and tax revenues that are dependent on a strong intellectual property system.

“U.S. creators have benefited significantly from a strong global system of protection enshrined in treaties and conventions to which virtually all the world’s nations belong. Yet weak laws and inadequate enforcement of those laws continue to plague all those individuals and companies that contribute to this great global creative and technological explosion.

“Today, Senators Lugar and Baucus introduced a Sense of the Congress Resolution, celebrating World Intellectual Property Day, and highlighting the massive damage done – over \$4 billion just to U.S. creators of copyright products alone – to global creativity by just two countries, China and Russia, through their failure to abide by internationally-agreed standards of protection and enforcement. The message to these countries is clear: they are cheating themselves by failing to take effective action to prevent the creative works of their own citizens, U.S. citizens and those of other countries, from blatant theft. IIPA members join with the sponsors of this Resolution to call upon these governments to take earnest measures to halt this theft and upon the U.S. government to use all the tools provided by Congress to see that these countries take effective action to prevent pirates from stealing intellectual property with impunity. Economic and cultural development is increasingly dependent on the creation and protection of intellectual property of all kinds. The resolution hits the mark in targeting two of the world’s worst offenders of intellectual property rights.”

About the IIPA: The International Intellectual Property Alliance (IIPA) is a coalition of six trade associations representing U.S. copyright-based industries in bilateral and multilateral efforts to open up foreign markets closed by piracy and other market access barriers. In October 2004, the IIPA released its latest economic report entitled

Copyright Industries in the U.S. Economy: The 2004 Report, which details the economic impact and contributions of U.S. copyright industries to U.S. Gross Domestic Product, employment, and trade. In 2002, the U.S. “core” copyright industries accounted for an estimated 6% of U.S. Gross Domestic Product (GDP), or \$626.6 billion, and employed 4% of U.S. workers in 2002 or 5.48 million persons. Also in 2002, the U.S. copyright industries achieved foreign sales and exports estimated at \$89.26 billion, leading other major industry sectors such as: chemicals and related products, motor vehicles, equipment and parts, and aircraft and aircraft parts. For more info on this report and the IIPA, visit www.iipa.com.

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