



## **Joint Resolution of BUSINESSEUROPE, IIPPF and the U.S. Chamber of Commerce on an Anti-Counterfeiting Trade Agreement (ACTA)**

28 June 2010

BUSINESSEUROPE, the International Intellectual Property Protection Forum of Japan (IIPPF), and the Global Intellectual Property Center (GIPC) at the U.S. Chamber of Commerce see counterfeiting and piracy as a major threat to the world economy.

Intellectual Property (IP) rights provide an important incentive for investment in innovation and creativity that result in the development of new products and services that not only improve and enrich our lives but also transform economies. However, as the knowledge-based, entertainment and cultural sectors have grown, unfortunately so have the number of criminals and other bad actors who engage in IP theft through counterfeiting and piracy to advance their own interests. As well as the economic harm, counterfeit products pose serious risks to consumers through the trade in fake medicines, skincare products and automotive parts.

Rampant IP theft harms a broad array of industries – from those that manufacture hard goods to those producing digital software, entertainment and cultural products. As technology has evolved, so have the challenges different sectors face in stopping theft of their IP. Today, counterfeiting and piracy not only takes place within the traditional stream of commerce, but on the Internet as well.

Counterfeiting and piracy do not merely affect businesses' bottom lines and destroy a great number of jobs in the short term but also discourage investment, job creation, creativity and innovation in the long term. It is therefore necessary for parties involved in the Anti-Counterfeiting Trade Agreement (ACTA) negotiations to conclude a strong agreement that results in more effective enforcement of IP rights.

To address these problems, ACTA promises to enhance international cooperation among nearly 40 countries by establishing a meaningful and effective framework for the protection of IP rights. Without changing US, EU, or Japanese law, the agreement will help ensure that like-minded trading partners address counterfeiting and piracy and its damaging effects on investment, creation, innovation, and jobs by raising the bar on enforcement, improving cooperation among partners, harmonizing how we confront IP theft, addressing IP theft online, and setting a positive example for nations that aspire to have strong IP enforcement regimes.

We applaud the negotiating partners' recent release of the draft text, which significantly improves the transparency of this important process.

BUSINESSEUROPE, IIPPF, and the GIPC are committed to continue engaging in a constructive dialogue with governments and negotiators around the world to help ensure that a strong ACTA — which effectively combats counterfeiting and piracy while helping to facilitate legitimate commerce — is signed and implemented.