



**ALLIANCE**  
FOR INTELLECTUAL PROPERTY

## **General Election 2017**

Following the General Election results last night, the Alliance for Intellectual Property is keen to stress the need for strong and concerted action by Government – and all across the political divide – to develop and protect creators and businesses who contribute so much to the UK economy.

Eddy Leviten, Director General of the Alliance for Intellectual Property, said:

“The Alliance and its members are clear – we want the UK to be the best place in the world to create IP. That requires a commitment from Government and from all across the political divide to protect IP rights and to take action where those rights are being infringed.

As we head towards the start of Brexit negotiations it is also vital that we do not allow for the erosion of current IP rights and, in some cases, seek to increase protections to ensure we maintain our world leading edge in exports, creativity and culture.

The Alliance will continue to work with the new Government to ensure that IP continues to be the foundation that underpins our business, cultural and economic growth.”

The Alliance for Intellectual Property represents over 20 trade associations from across the creative, branded and design sectors with a collective interest in ensuring that IP rights are valued in the UK and that a legislative regime exists which enables the value and contribution of these rights to be fully realised. Our members include representatives of the audio visual, music, games and software, sports rights, branded manufactured goods, publishing, retailing and design sectors.

The UK’s creative, branded and design industries are a global success story. The creative industries alone are estimated to be worth £84.1 billion to the UK’s GVA and account for 1.9 million jobs. Companies have invested £33 billion in the UK to create and build brands, while the UK’s design sector employs 350,000 people every year. The UK toy market is worth £3.5 billion; the largest in Europe and fourth in the world.