



# ALLIANCE

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FOR INTELLECTUAL PROPERTY

## **MPs and industry celebrate the contribution made by Intellectual Property at Alliance Summer Reception**

**16<sup>th</sup> July:** MPs and Peers will join industry figures this evening to celebrate the economic and cultural contribution Intellectual Property (IP) makes to the UK at the Alliance for Intellectual Property's Annual Summer Reception in Parliament.

The event, hosted by John Whittingdale MP, Chair of the All Party IP Group, will highlight the importance of IP rights across the UK at a crucial time for the economy. Those attending the reception will see a Map unveiled which shows how businesses in every region of the UK provide jobs, investment and growth. Keynote speeches will be delivered by Viscount Younger of Leckie, Minister for Intellectual Property, and Ana Mota, Global Brand Director from AkzoNobel, makers of the iconic British brand Dulux.

IP-rich industries are a great British success story contributing to economic growth and providing jobs across the UK:

- The UK music industry generates £4 billion globally each year, and employs 130,000 people in the UK
- The UK is home to a £4.5 billion publishing sector with 40% of the industry's revenues coming from exports
- The UK is the second largest exporter of television by hours in the world. Film and television bring an estimated 1 in 10 tourists to the UK
- The design industry employs up to 350,000 people and UK businesses spend around £35 billion on design each year
- Companies invest £16billion annually in the UK building brands and generate £1billion GVA to the UK through exports alone
- The Premier League is watched in 212 territories worldwide
- The UK's video games development sector is the largest in Europe and the fifth largest globally
- The value of licensed software installed in the UK annually is £3.6billion

**Minister for Intellectual Property, Lord Younger** said:

"The Government's aim is to achieve strong, sustainable, balanced economic growth. Intellectual Property (IP) plays a key role in helping to support this. We have already made some good progress in certain key areas, such as enforcement with the recent introduction of the IP Crime Unit.

"I have been impressed at the commitment of the Alliance and its members to championing the cause of IP and I look forward to continuing to work with them in the future."

**Ana Mota, Global Brand Director from AkzoNobel** said:

“With a world-class portfolio of brand assets, as well as the luxury of a distinctive brand ambassador with our Dulux Dog, tonight’s event focuses on a core aspect of the integrity at the heart of our business. We can bring inspiration through colour and decoration into people’s lives, but we do so while taking enormous care of our intellectual property, which shapes how we innovate and continue to protect and build our assets. We’re a forward-looking company, built around a strong heritage. The steps we’re taking in the UK to build our new manufacturing facility in Ashington, update our livery, and continue to innovate in our core ranges, are all about sustaining our business here in the UK for the future.”

**Richard Mollet, Chief Executive of the Publishers Association and Chairman of the Alliance for Intellectual Property** said:

“Tonight is a chance to celebrate the fact that the UK is responsible for some of the most sought-after music, films, TV shows, books, and video games in the world. We are also birthplace of world famous brands, such as Dulux, and IP is essential to each and every one of these successes. Copyright, trade marks and designs are core property rights which contribute hugely to all our lives.”

**ENDS**

## **NOTES TO EDITORS**

### **ABOUT THE ALLIANCE**

Established in 1998, the Alliance for Intellectual Property is a UK-based coalition of trade associations and enforcement organisations with an interest in ensuring intellectual property rights receive the protection they need and deserve. With a combined turnover of over £250 billion, our members include representatives of the audiovisual, music, games and business software, and sports industries, branded manufactured goods, publishers, retailers and designers.

The Alliance is concerned with ensuring that intellectual property rights are valued in the UK and that a robust, efficient legislative and regulatory regime exists, which enables these rights to be properly protected. Our members work closely with trading standards and local police forces to reduce the harm caused by intellectual property crime in local communities and to ensure that legitimate businesses and traders are able to operate fairly.

For more information please contact Paul Worthington or Dan Guthrie on 0207 618 9100, or e-mail [alliance@luther.co.uk](mailto:alliance@luther.co.uk)

### **ABOUT AKZONOBEL**

AkzoNobel is a leading global paints and coatings company and a major producer of specialty chemicals. We supply industries and consumers worldwide with innovative products and are passionate about developing sustainable answers for our customers. Our portfolio includes well-known brands such as Dulux, Sikkens, International and Eka. Headquartered in Amsterdam, the Netherlands, we are consistently ranked as one of the leaders in the area of sustainability. With operations in more than 80 countries, our 50,000 people around the world are committed to excellence and delivering Tomorrow’s Answers Today™.