



ALLIANCE

FOR INTELLECTUAL PROPERTY

ALLIANCE AGAINST IP THEFT BECOMES ALLIANCE FOR INTELLECTUAL PROPERTY

7th September 2012: For fourteen years, the Alliance Against IP Theft has represented trade associations with an interest in ensuring intellectual property rights are valued and receive the protection they need and deserve. In that time intellectual property policy has moved from being a fringe issue to one which clearly sits at the heart of business and creative success.

Therefore, we are pleased to announce that the Alliance Against IP Theft is now the Alliance for Intellectual Property. This development reflects our evolving role in promoting the important contributions made by the many forms of IP on which British businesses rely, while retaining our core objectives.

With a combined turnover of over £250 billion, the Alliance's members include representatives of the audiovisual, music, games and business software, and sports industries, branded manufactured goods, publishers, retailers and designers.

Susie Winter, Director-General of the Alliance for Intellectual Property said: "The Alliance was founded to raise awareness of the harm and damage intellectual property theft causes - to the economy, to businesses, to communities and individuals.

"However, it is clear that it is also necessary to better explain the role IP plays in delivering growth and investment, and in fostering innovation and meeting consumer demands. In response to this, today the Alliance Against IP Theft becomes the Alliance for Intellectual Property with a remit to promote IP and the contribution it makes to all aspects of UK economic and cultural life."

Latest figures show:

- That the creative industries support around 1.5m jobs and contribute over £36 billion to UK GVA.
- The design industry employs up to 350,000 people with UK businesses spending around £35 billion on design each year.
- IP is the basis for the £16 billion which companies invest annually in the UK economy by building brands and that allow for the UK's brand-building industries (including advertising, marketing and design agencies) to generate around £1 billion in GVA through exports alone.

ENDS

NOTES TO EDITORS

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ABOUT THE ALLIANCE FOR INTELLECTUAL PROPERTY

Established in 1998, 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. We work closely with Government Departments and the Intellectual Property Office to raise awareness of the value of and contribution made by IP and the harm caused when it cannot be effectively protected. We, and many of our members, are also participants in the IP Crime Group, which facilitates cross departmental dialogue and joint working amongst the relevant enforcement bodies and organisations.