



ALLIANCE
FOR INTELLECTUAL PROPERTY

Thursday 1st May 2014

Alliance for Intellectual Property Announces New Director General Eddy Leviten Taking Role

The Alliance for Intellectual Property ('the Alliance') pleased to announce the appointment of Eddy Leviten as its new Director General, replacing Susie Winter who is moving to The Publishers Association. Eddy takes up the role on 23rd June 2014.

Eddy comes from the Federation Against Copyright Theft ('FACT'), where as Director of Communications he has helped shape the organisation's communications and strategy and drive new membership opportunities over the last eight years. He has previously worked in the music, book publishing and retail sectors.

Richard Mollet, Chair of the Alliance, commented, "I am delighted that Eddy will be taking on the role of Director General, steering the Alliance and supporting the work of all its members. Eddy has been involved with the Alliance through FACT's membership and has a great understanding of the value of intellectual property and how it underpins the UK's economy.

I also want to thank Susie for her hard work and achievements in the past eight years".

Eddy Leviten, added, "I am very excited to be taking on this role promoting IP and working with Alliance members across the design, creative, manufacturing and retail sectors as they continue to innovate, support employment and drive growth.

The launch of the Alliance Manifesto 'The UK in 2020' earlier this week sets out a clear agenda for Government that would help drive further growth and ensure the UK remains a world leader in innovation and creativity."

ENDS

For media enquires contact Daniel Guthrie or Alex Burr, Luther Pendragon 020 7618 9100

Notes to Editors

About the Alliance

Established in 1998, the Alliance for Intellectual Property is a UK-based coalition of 22 trade associations concerned with ensuring that intellectual property 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 audiovisual, music, games and business software, and sports industries, branded manufactured goods, publishers, retailers and designers.

Alliance members

Anti-Copying in Design

Anti-Counterfeiting Group

Association of Learned and Professional Society Publishers

Authors' Licensing and Collecting Society

British Brands Group

BPI (British Recorded Music Industry)

British Video Association

Business Software Alliance

Cinema Exhibitors Association

Copyright Licensing Agency

Design and Artists Copyright Society

Educational Recording Agency

Entertainment Retailers Association

Federation Against Copyright Theft

Film Distributors Association

Motion Picture Association

Premier League

PRS for Music

Publishers Association

Publishers Licensing Society

UK Interactive Entertainment

UK Music