



# OPERATIONAL NOTE

Date: 25 August 2009  
Contact: Susie Winter, 07720 814208

## ALLIANCE LAUNCHES NEW WEBSITE

The Alliance Against IP Theft today launched a new website for anyone seeking information about the value of Intellectual Property and impact of Intellectual Property theft in the UK.

The site can be found at [www.allianceagainstiptheft.co.uk](http://www.allianceagainstiptheft.co.uk)

The new website contains information about the cost of IP theft to the UK economy, the harm it causes to consumers, the damage it causes to legitimate businesses and IP crime's links with other criminal activity. The site also details the Alliance's current policy concerns and campaigns and its responses to Government consultations.

Susie Winter, Director General of the Alliance Against IP Theft, said:

"After over 10 years of campaigning by the Alliance interest in intellectual property theft is at an all time high. The Digital Britain Report has generated a great deal of interest in IP theft and demand for information has been growing as a result. The Alliance's new website has a fresh new look that is designed to provide easy access to the latest information on IP crime.

"On average the Alliance's website receives over 35,000 visits in a typical month and the new website will make accessing the information easier than ever."

The launch of the website coincides with a media campaign to highlight the dangers of buying counterfeit goods which received coverage on BBC Breakfast, Sky News, the Times and BBC Wales.

**ENDS**

## NOTES TO EDITORS

**The Alliance Against Intellectual Property Theft Limited**  
**Director General:** Susie Winter

**Chair:** Lavinia Carey **Vice Chairs:** Ruth Orchard, Roz Groome **Treasurer:** Mike Rawlinson  
Registered Office: 167 Wardour Street, London W1F 8WL Telephone 020 7534 0595 Fax 020 7534 0581

[www.allianceagainstiptheft.co.uk](http://www.allianceagainstiptheft.co.uk)

Registered in England and Wales. Company number: 5976983

### Members:

Anti-Counterfeiting Group

Authors' Licensing and Collecting Society

British Brands Group

BPI (British Recorded Music Industry) Limited

British Video Association

Business Software Alliance

Cinema Exhibitors Association

Copyright Licensing Agency

Design and Artists Copyright Society

Entertainment and Leisure Software Publishers Association

Entertainment Retailers Association

Federation Against Copyright Theft

Federation Against Software Theft

Film Distributors Association

Motion Picture Association

Premier League

Publishers Licensing Society

### Associate Members:

Anti Copying in Design

British Jewellery & Giftware Federation

Video Standards Council

The Alliance's website address is:

<http://www.allianceagainstiptheft.co.uk>

The latest media coverage includes:

<http://news.bbc.co.uk/1/hi/uk/8215519.stm>

<http://www.timesonline.co.uk/tol/travel/article6806178.ece>

[http://news.sky.com/skynews/Home/UK-News/Designer-Fakes-Tourists-Told-Not-To-Buy-Counterfeit-Handbags-And-Clothing-Etc-Or-Risk-Hefty-Fines/Article/200908415366982?lpos=UK\\_News\\_Second\\_UK\\_News\\_Article\\_Teaser\\_Region\\_2&lid=ARTICLE\\_15366982\\_Designer\\_Fakes%3A\\_Tourists\\_Told\\_Not\\_To\\_Buy\\_Counterfeit\\_Handbags\\_And\\_Clothing\\_Etc\\_Or\\_Risk\\_Hefty\\_Fines](http://news.sky.com/skynews/Home/UK-News/Designer-Fakes-Tourists-Told-Not-To-Buy-Counterfeit-Handbags-And-Clothing-Etc-Or-Risk-Hefty-Fines/Article/200908415366982?lpos=UK_News_Second_UK_News_Article_Teaser_Region_2&lid=ARTICLE_15366982_Designer_Fakes%3A_Tourists_Told_Not_To_Buy_Counterfeit_Handbags_And_Clothing_Etc_Or_Risk_Hefty_Fines)

Launched in 1998, Alliance Against IP Theft provides a unique single voice to promote to government the importance of intellectual property (IP) to all sectors of the UK economy and to explain the harm – economic, physical and social – caused by IP theft.

Representing film, music, software, sports and publishing, branded manufactured goods and retailers, individual designers and small businesses, the Alliance has campaigned vigorously to demonstrate the important economic and cultural contribution IP makes to the UK and helped bring about legislative reform to ensure our assets are safeguarded for the future wellbeing of the British economy.

## **ALLIANCE MEMBERS**

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British Brands Group  
BPI (British Recorded Music Industry)  
British Video Association  
Business Software Alliance  
Cinema Exhibitors Association  
Copyright Licensing Agency  
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Entertainment and Leisure Software Publishers Association  
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