



PRESS NOTICE

13.12.2011

Commenting on Mary Portas's review into the future of Britain's high streets, Susie Winter, Director General of the Alliance Against IP Theft said:

"Markets are a great British tradition. They provide bargains for shoppers and an environment for legitimate, fledgling businesses to trade successfully. In promoting the de-regulation of markets however, the Government needs to recognise that for every stall selling homemade marmalade, there might be another selling fake, unsafe and other illegal goods.

"This undermines consumer protection and damages the business of genuine traders. Due to the scale of the selling of illegal goods, the Alliance Against IP Theft, other interested parties including trading standards and market operators and councils have created a voluntary code to ensure markets are clear of fakes, called the Real Deal. We hope that the Government, in considering Mary Portas's recommendations, doesn't create an opportunity for 'Fake Britain' to thrive."

ENDS

NOTES TO EDITORS

ABOUT THE ALLIANCE

Established in 1998, the Alliance Against IP Theft 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.

We work closely with the Department for Business, Innovation and Skills and the Intellectual Property Office to raise awareness of the harm caused by IP theft. 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.

Members:

Anti-Copying in Design
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 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

Supporters:

British Jewellery, Giftware & Finishing Federation
Video Standards Council