



ALLIANCE
FOR INTELLECTUAL PROPERTY

Alliance celebrates the value of Intellectual Property (IP) to the UK economy at its annual reception

15th July 2015: The Alliance for Intellectual Property yesterday celebrated the value of intellectual property to UK innovation and growth at its annual reception held in Parliament, at which Rt Hon John Whittingdale MP OBE, Secretary of State for Culture, Media and Sport, gave the key note speech.

This year's event was hosted by Pete Wishart MP and sponsored by Creative Content UK, a consumer awareness campaign that will highlight the value of the UK's creative industries and encourage consumers to access creative content from the growing number of legitimate online sources.

The Alliance welcomed the cross-party support shown for IP during the last General Election campaign and stressed to MPs the importance of a period of stability in the IP framework in the UK, following a significant period of review and reform. However it was also noted that there are areas still requiring action, including anomalies in sanctions between online and physical infringement; measures to tackle parasitic packaging and further protection for design rights.

At a European level the Alliance reiterated its support for a Digital Single Market but also urged the Government to ensure any measures relating to copyright were considered very carefully to ensure they were based on evidence and did not damage the UK's vibrant creative industries.

During his speech, the Rt Hon John Whittingdale stated that in his new capacity as Secretary of State for Culture Media and Sport he was pleased that the IP Minister now worked across both departments and he expressed strong support for the value of intellectual property rights in the UK. He also made references to the promises made within the Conservative manifesto to protect intellectual property, stating that that he would ensure these were honoured.

Commenting on the event, Richard Mollet, Chair of the Alliance said:

"The large number of MPs present at the event, many of them newly elected to Parliament, demonstrates that intellectual property is now on the mainstream political agenda. We were delighted to hear John Whittingdale speak so positively about the Alliance and its work and his understanding that reform to copyright or other IP-generating sectors at an EU level must be based on evidence and not harm creators and businesses in the UK."

ENDS

For media enquires contact Daniel Guthrie or Alex Burr, Luther Pendragon on 020 7618 9100 or Alliance@luther.co.uk

Notes to the editors

About the Alliance

The Alliance for Intellectual Property represents 23 trade associations from across the creative, branded and design sectors with a collective interest in ensuring that IP 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 audio visual, music, games and business software, sports rights, branded manufactured goods, publishing, retailing and design sectors.

The Alliance for Intellectual Property Manifesto '*The UK in 2020: A Vision for Growth in IP-Rich Businesses*' was launched in April 2014, and called on the UK's political parties to ensure that, by 2020, the UK is the best place to start, locate and grow IP-rich businesses. The Manifesto can be read here: www.allianceforip.co.uk/downloads/pdf/ManifestoTheUKin2020.pdf

Alliance members

Anti Copying in Design
Anti-Counterfeiting Group
Association of Learned and Professional Society Publishers
Association of Authors' Agents
Authors' Licensing and Collecting Society
British Brands Group
BPI (British Recorded Music Industry)
British Video Association
BSA| The Software Alliance
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
The Publishers Association
Publishers Licensing Society
UK Cinema Association
UK Interactive Entertainment
UK Music