



ALLIANCE
FOR INTELLECTUAL PROPERTY

MPs unite with industry to promote Intellectual Property

16th July: At a reception in Parliament last night, MPs and Peers joined with industry figures to promote a greater understanding of intellectual property (IP). In the lead-up to 2015 General Election, guests heard how the party or parties which form the next Government can work with industry to make the UK the best place to start and grow an IP rich business by 2020.

The event, hosted by John Whittingdale MP OBE, heard the Alliance for Intellectual Property outline the policies it believes industry and government should implement after the next General Election to deliver a world class IP economy which include:

- Create an intellectual property enforcement framework for the digital age
- Monitor the value of IP businesses to the UK economy
- Ensure IP is properly recognised by the investment community
- Provide a detailed economic and social case when proposing changes to the IP framework
- Promote UK businesses by defending them against moves to weaken IP laws at an international level

The event, sponsored by Warner Bros., had a clear emphasis on the positive impact of IP on the UK economy. The UK is now one of the most sought after countries for film makers and UK-made movies are making a positive contribution to the economy; creating jobs, developing a skills base and driving tourism and other ancillary revenues across the country, all as the direct result of intellectual property.

IP Minister Lord Younger said:

“The Government remains committed to achieving strong and balanced economic growth. We have made great progress making the Intellectual Property (IP) system fit for the 21st century, ensuring that the UK is a global leader in tackling IP crime, with a strong and effective enforcement regime.

“The recent IP Enforcement Summit was a great platform for building lasting collaborations both across the industry in the UK and overseas. The Alliance plays a key role in this and I continue to be impressed by their unswerving commitment in championing the cause of IP”.

Commenting on the event, Richard Mollet, Chairman of the Alliance for Intellectual Property said: “Tonight we saw the concrete results of intellectual property - films made here, jobs created, skills maintained and exports driven. The positive impact of IP in film we witnessed can also be seen in brands, publishing, sports, music and design. To keep our edge, the UK needs to value IP and protect it and our manifesto sets out how we think we, and the Government, can deliver that.”

ENDS

NOTES TO EDITORS

The Alliance for Intellectual Property's manifesto 'The UK in 2020: A vision for growth in IP-rich businesses' is available online: <http://www.allianceforip.co.uk/flipbook/index.html>

ABOUT THE ALLIANCE

Established in 1998, the Alliance for Intellectual Property 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.

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