



Alliance launches IP action plan for the next Government

- Manifesto calls on political parties to prioritise tackling of IP crime

6 April 2010: The Alliance Against IP Theft today launched its IP manifesto for the 2010 General Election.

With the election only weeks away, the Alliance wants to ensure that the political parties prioritise measures to combat IP crime, and place IP at the heart of their policy pledges. To help with this, 'Value and Protect: A Manifesto for IP' outlines a series of realistic and achievable actions for the incoming government.

IP rich industries are vital to the UK economy, and the actions set out in the manifesto will deliver growth, increase investment and create much needed jobs. The manifesto recommends that the next Government:

- Implement proposals outlined in the Digital Economy Bill;
- Increase funding and support of Trading Standards and other enforcement agencies;
- Ensure that the Minister for IP remains within the Department for Business but sits at Cabinet level;
- Enshrine the concept of IP in the school curriculum to ensure young people understand its value at an early age
- Make camcording in cinemas an illegal offence

Susie Winter, Director General of the Alliance said:

"Recognition of the economic and cultural contribution of our IP rich industries has grown significantly in recent years and we are now at a stage where all the main political parties recognise the damage that IP crime is having. We now need action, and a genuine commitment from the main parties to tackle IP theft. These are realistic and achievable proposals that will protect existing jobs and create new ones."

The Alliance manifesto can be accessed through the Alliance website:

<http://www.allianceagainstiptheft.co.uk/downloads/pdf/Manifesto2010.pdf>

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

Film Distributors Association

Institute of Trade Mark Attorneys

Motion Picture Association

Premier League

Publishers Licensing Society

Associate Members:
Anti-Copying in Design

British Jewellery, Giftware & Finishing Federation

Video Standards Council

The Alliance Against Intellectual Property Theft Limited

Director General: Susie Winter

Chair: Lavinia Carey **Vice Chairs:** Ruth Orchard, Richard Mollet **Treasurer:** Mike Rawlinson

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www.allianceagainstiptheft.co.uk

Registered in England and Wales. Company number: 5976983



About the Alliance

The Alliance provides a single voice for those who share an interest in preventing intellectual property theft in the UK and an expected 300 plus guests will be attending from a wide spectrum of industries embracing film, TV, DVD, music, games and business software, branded goods manufacturers, publishers, retailers, and designers.

For more information please visit: www.allianceagainstiptheft.co.uk

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