



**FOR IMMEDIATE RELEASE**

**Date:** October 23, 2007

**IACC APPLAUDS U.S. GOVERNMENT PROPOSAL  
FOR NEW ANTI-COUNTERFEITING TRADE AGREEMENT**

**ANTI-COUNTERFEITING MUST BE A GLOBAL LAW ENFORCEMENT PRIORITY**

**WASHINGTON, D.C.** – The International AntiCounterfeiting Coalition (IACC) commends the United States Government for its leadership in proposing a new Anti-Counterfeiting Trade (ACT) Agreement announced today in Washington, D.C. by the Office of the United States Trade Representative.

“The growing sophistication and global reach of trademark counterfeiters require heightened anti-counterfeiting efforts that do not stop at national borders,” said Nils Montan, president of the IACC. “The Anti-Counterfeiting Trade Agreement promises to give countries committed to effective intellectual property enforcement a framework for taking greater action against trademark counterfeiting. It is our sincere hope that this Agreement will result in greater use of criminal proceedings by law enforcement, and improve cooperation and coordination among customs authorities, police and other government enforcement agencies.”

Trademark counterfeiting and piracy pose an ever-increasing threat to the sustainable development of the world economy. In addition to depriving legitimate businesses and their workers of income, intellectual property rights (IPR) infringement discourages innovation and creativity, threatens consumer health and safety, provides an easy source of revenue for organized crime and deprives governments of much needed tax revenue.

The goal of the ACT Agreement, developed by the United States Government and a group of key trading partners, is to establish a common global enforcement standard to combat IPR infringements. It calls for addressing today's unique challenges by increasing international cooperation and strengthening the framework of effective enforcement practices and relevant enforcement measures.

The proposed ACT Agreement would provide a legal framework so that law enforcement agencies, the judiciary and private citizens have the most up-to-date tools necessary to effectively bring counterfeiters and pirates to justice. Provisions would include international cooperation and sharing of information between law enforcement authorities, such as Customs and other relevant agencies, and enforcement practices that promote strong intellectual property protection in coordination with rights holders and trading partners.

“To succeed, the Agreement should be coupled with a commitment by each country to make anti-counterfeiting enforcement a high priority and to provide the necessary resources to fight and deter counterfeiting,” said Montan.

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**About IACC**

The International AntiCounterfeiting Coalition (IACC) is the largest international organization devoted solely to combating product counterfeiting and piracy. Comprised of a cross section of business and industry – from autos, apparel, luxury goods, and pharmaceuticals, to food, software and entertainment – the IACC's members' combined annual revenues exceed \$650 billion. The IACC develops and conducts training for domestic and foreign law enforcement officials, submits comments on intellectual property enforcement laws and regulations in the United States and abroad and participates in regional and international programs aimed at improving intellectual property enforcement standards. For more information, visit [www.IACC.org](http://www.IACC.org).

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