



Increased Intellectual Property Protection = More U.S. Jobs ***April 29, 2011***

Promoting Innovation = American Jobs and Competitiveness

- Today, when policymakers talk about the jobs of the future, they talk about innovation and economic competitiveness. In effect, they are talking about *ideas*.
- Promoting and protecting these ideas - or "intellectual property" (IP) – are increasingly important to the American economy and America's comparative advantage in the global marketplace.
- The United States has some of the strongest IP laws in the world. These laws position the United States as the world leader in innovation.
- While U.S. domestic laws are strong, American innovative and IP-related sectors continue to face daunting challenges in terms of protecting IP around the world.
 - In its most recent annual report on IP protection, the U.S. Government identified over 40 different countries that raise serious concerns over the lack of adequate and effective enforcement of intellectual property rights.

Trade Agreements Promote Innovation and Protect American Ideas

- Protection of U.S. intellectual property is one of the most important reasons we need trade agreements.
- Without the rules and enforcement that come with trade agreements, foreign competitors can take advantage of lax laws, or worse, steal our newest innovations.
- Trade agreements are vital to protecting our most valuable ideas, and the jobs and investment that these ideas bring.
 - For example, in the Colombia, Panama, and South Korea agreements, each country agreed to incorporate the obligations set forth in the WIPO Copyright Treaty and the WIPO Performances and Phonograms Treaty. They also agreed to strong enforcement commitments that go beyond the WTO TRIPS agreement. All are critical to creating the legal infrastructure for e-commerce, distribution and transmission of protected materials over the Internet, and for products in digital format generally.

Increased Exports = More U.S. Jobs
And opening new markets is the key to increasing American exports.

The Trade and American Competitiveness Coalition is made up of U.S. business enterprises that support policies and legislation that will enhance U.S. competitiveness in the international economy to promote growth and prosperity for America's businesses, workers and consumers.