



***INCREASED IP PROTECTION = MORE U.S. JOBS***  
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**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” – is increasingly important to the American economy and America’s comparative advantage in the global marketplace.

**Promoting Innovation through Trade Policy**

U.S. 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.

**Everyone Should Play By the Rules**

The U.S. has some of the strongest IP laws in the world. This is a key reason why we are the world leader in innovation. Other countries fall short on IP protection. They have weak laws and often don’t play by the rules. Trade agreements are the first step to ensuring others play by the rules, just like we do.

**Trade Agreements Protect American Ideas**

Trade agreements are vital to protecting our most valuable ideas, and the jobs and investment they bring. Without the rules and enforcement that come with trade agreements, foreign competitors can steal our newest innovations. Millions of American workers depend on trade agreements to keep their jobs in the United States. Protection of U.S. intellectual property is one of the most important reasons we need trade agreements.

**Increased Exports = More U.S. Jobs**

**And increased IP Protection is 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.*