

As Prepared for Delivery

Remarks by U.S. Trade Representative Susan C. Schwab

Anti-Counterfeiting Trade Agreement (ACTA)

October 23, 2007

- Thank you all for being here. Today we are announcing a major new initiative in the international fight against IPR counterfeiting and piracy.
- I want to begin by thanking our host today, the Congressional Caucus on Intellectual Property and Piracy Prevention, and its co-chairs - Representatives Bono, Feeney, Wexler, and Adam Smith of Washington.
- Thank you also to the Members present, who have done so much to advance the cause of IP protection, including:
 - Rep. Mary Bono (R-CA)
 - Rep. Bob Goodlatte (R-VA)
 - Rep. Howard Berman (D-CA)
 - Rep. Adam Schiff (D-CA)
 - Rep. Marsha Blackburn (R-TN)
- I also want to acknowledge and thank the Ambassadors and representatives of our trading partners who have joined us today.
- Let me extend my appreciation as well to the representatives of the many industries present today. Counterfeiting and piracy affects all sectors of the

global economy. Represented here today are innovators in cutting edge sectors like software and pharmaceuticals, movie makers, authors, and musicians, as well as companies that manufacture a wide range of products. I am excited to see many representatives of those industries.

- One might wonder what stake the average American has in this effort. In fact, the millions of Americans working in all the sectors I just mentioned have jobs depend on strong intellectual property protection. We are here for them. Look at the items on this table: diabetic testing strips, brake pads, DVDs. Whether you are recording artist, a craftsman who makes medical equipment, or a mom who depends on safe brakes in the family car, intellectual property protection matters.
- Today I am announcing that the United States, working hand in hand with a leadership group of our valued trading partners, will seek to negotiate a new international Anti-Counterfeiting Trade Agreement, or “ACTA” that will represent a major new leadership initiative to fight global counterfeiting and piracy.
- Counterfeiting and piracy is a global problem that robs individuals and businesses of billion of dollars and puts public health and safety at risk. This global problem demands a global solution and U.S. leadership. The United States will work diligently with our trading partners to bring new energy and cooperation to confronting the pirates in the global marketplace. The crooks are fast. We need to be faster in today’s knowledge-driven global economy.

- Many of you already know about our work to enforce the minimum standards of protection subscribed to by members of the World Trade Organization. Today, we're talking about doing more than just the minimum. To thwart the IP thieves, we must work with trading partners in developed and developing countries to forge a path toward better rules and enforcement principles that is effective and in step with today's challenges.
- We believe the initiative for an Anti-Counterfeiting Trade Agreement will help to forge that path. Countries that are prepared to embrace strong IP enforcement will join together in a leadership group to negotiate a new agreement encompassing cooperation, practices that work, and a strong legal framework for IPR enforcement and actions to ensure those laws are used effectively.
- We have already developed a good blueprint for our negotiations. This agreement will be cutting edge and innovative, including
 - stronger laws,
 - Closer cross border cooperation in law enforcement, and
 - adoptions of practices that make IPR enforcement real and effective, such as encouraging consultation with right holders and specialization in the IPR law enforcement system.
- With this project, we are building on cooperation that we have already established bilaterally and regionally since the Administration launched the Strategy Targeting Organized Piracy STOP initiative in October 2004. The results achieved in recent years under the U.S.-EU Summit, the Security and Prosperity Partnership with Canada and Mexico, and our bilateral IPR

cooperation with Japan, and other efforts have brought us to this exciting new opportunity.

- We are pleased to be working in this broader effort with a number of key trading partners, large and small, including Canada, the European Union, Japan, Korea, Mexico, New Zealand, and Switzerland. We hope and believe that others will join over time, marking an emerging consensus on stronger IP enforcement. All who share our ambition and commitment to stronger IPR enforcement are welcome.
- We know it is important to establish a group of countries that are looking ahead, setting a higher bar to grapple with the global challenge of counterfeiting and piracy.
- With that goal in mind, the U.S. Government is eager to move ahead as fast as possible with the negotiation of this important new agreement.
- Thank you.