

## Joint Strategic Plan on Intellectual Property Enforcement: Fact Sheet

June 22, 2010

*“[W]e’re going to aggressively protect our intellectual property. Our single greatest asset is the innovation and the ingenuity and creativity of the American people. It is essential to our prosperity and it will only become more so in this century.”*

- President Barack Obama  
March 11, 2010

President Obama and Vice President Biden have emphasized that protecting U.S. intellectual property is an Administration priority and key to America’s jobs, export growth and overall economic success. During a time when we as country are focused on rebuilding the American economy, creating jobs, and growing exports, we must be vigilant in enforcing our intellectual property rights. Our entrepreneurial spirit, creativity and ingenuity are clear advantages for America in the global economy. We are and must remain global leaders in the production of creative and innovative products and services. We also must protect our citizens from health and safety risks posed by counterfeit products.

In developing the first Administration Strategic Plan on Intellectual Property Enforcement, the Intellectual Property Enforcement Coordinator (IPEC) in the Executive Office of the President has worked with agencies across the U.S. government, received a significant amount of public input, and met with dozens of companies, industry groups, unions, consumer groups and academics as part of a process that was comprehensive, transparent and accountable.

This Strategic Plan makes intellectual property enforcement a priority by ensuring that we dedicate the right resources and expertise, and that we have the right processes in place. Specifically, we will:

- **Lead by example** by making sure that the Federal government does not purchase or use illegal products, including ensuring that government procurement is secured against the infiltration of counterfeit parts;
- **Be transparent** in how we develop and implement policies, how we share and report information at home and abroad, and through specific efforts such as increased information sharing with rightholders and victims;
- **Ensure efficiency and coordination** of our enforcement efforts across Federal, state and local levels, domestically and overseas, through means such as shared databases and increased coordination of investigation and training efforts;
- **Enforce our rights internationally** by combating foreign-based websites and other entities that violate our intellectual property rights, by working with our trading partners to increase enforcement and ensuring that we are supporting in businesses in overseas markets, including China;

- **Secure our supply chain** to stop illegal products from coming into the country by ensuring that law enforcement has authorities that it needs, by encouraging voluntary cooperation by the private sector to reduce infringement occurring in the physical and the online world and by vigorously investigating and prosecuting criminal activity, where warranted; and
- **Collect good data**, such as analyzing jobs and exports that are generated by intellectual property-intensive industries to help drive future decisions and action and in order to build an open and fair environment for American intellectual property rightholders.

Going forward, the IPEC and the new interagency committee on intellectual property enforcement will create four specific working groups to focus on government procurement, counterfeit pharmaceutical drugs, international capacity building and training, and the economic impact of intellectual property-intensive industries. The IPEC will continue to dialogue and receive feedback from the public as it works to implement the Strategic Plan.