



**NEWS
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BSA Applauds US and Other Governments For Launching Efforts Toward New Anti-Counterfeiting Agreement

The Business Software Alliance (BSA) is providing the following statement by Robert Holleyman, President and CEO of BSA, concerning today's announcement by the United States Trade Representative (USTR) and other governments that an effort is being launched to negotiate a new trade agreement on intellectual property enforcement.

"The Business Software Alliance and its members applaud the initiative announced today by the United States Trade Representative to negotiate a new Anti-Counterfeiting Trade Agreement (ACTA), and commend the United States Government and its trading partners, including Canada, the European Union, Korea, Japan, New Zealand, Switzerland, for their leadership role.

"The United States Government and other like-minded governments around the globe are demonstrating a high level of commitment to the protection of intellectual property rights. The proposed Agreement would establish better rules and mechanisms for increased cooperation for enforcing intellectual property rights and combating counterfeiting and piracy. These commitments reach beyond the provisions of the WTO Agreement on Trade-Related Aspects of Intellectual Property (TRIPS) Agreement.

"Effective IPR protection is important not only to the computer software and hardware industries, but also to the wider economy. Better cooperation between enforcement authorities can deliver enhanced protection and sustain the industry's ability to create new jobs, support innovation, and help raise living standards.

"There is solid data to support this argument. According to research commissioned by BSA and conducted by the independent firm IDC, 35% of software installed in 2006 on personal computers worldwide was obtained illegally, amounting to nearly \$40 billion in global losses. Also, a recent IDC study found that cutting the global piracy rate in software by 10% over four years could generate 2.4 million new jobs, \$400 billion in economic growth, and \$67 billion in tax revenues worldwide.

"We will continue to support the development of a stronger international framework for the protection of copyright and other forms of intellectual property, and we call on the world's governments to support the new ACTA agreement.

"We commend Ambassador Schwab's announcement today, and thank the members of the Congressional Caucus on Intellectual Property and Piracy Prevention for their continued support on these important issues."

**The Business Software Alliance (www.bsa.org) is the foremost organization dedicated to promoting a safe and legal digital world. BSA is the voice of the world's commercial software industry and its hardware partners before governments and in the international marketplace. Its members represent one of the fastest growing industries in the world. BSA programs foster technology innovation through education and policy initiatives that promote copyright protection, cyber security, trade and e-commerce. BSA members include Adobe, Apple, Autodesk, Avid, Bentley Systems, Borland, CA, Cadence Design Systems, Cisco Systems, CNC Software/Mastercam, Dell, EMC, Entrust, HP, IBM, Intel, McAfee, Microsoft, Monotype Imaging, PTC, SAP, Siemens PLM Software, SolidWorks, Sybase, Symantec, Synopsys, and The MathWorks.*