



2012 Intellectual Property Policy Agenda

The Global Intellectual Property Center (GIPC) is committed to creating jobs, spurring economic growth, and advancing American competitiveness by promoting and defending robust intellectual property (IP) rules while strengthening enforcement efforts in the United States and abroad. To advance these goals, the GIPC will build broad coalitions of business and labor and secure new allies to work with Congress and the Obama administration on the following priorities:

Raise awareness and increase support among key audiences of the value of strong IP rights in the United States, Geneva, and key capitals.

- Promote and deliver pro-IP messages to key audiences, including Congress, the administration, and multilateral organizations.
- Provide timely and effective responses in order to counter anti-IP rhetoric and other efforts that undermine IP rights.

Strengthen the protection and enforcement of IP rights in the United States.

- Work with all stakeholders to develop and implement an effective and commercially reasonable solution to combat online counterfeiting and piracy.
- Secure dedicated resources for IP enforcement and the enactment of legislation to improve the effectiveness of U.S. intellectual property enforcement agencies.
- Promote legislation that strengthens IP rules and enforcement and provides additional resources for IP enforcement. Counter efforts to weaken IP via regulations and legislation in the United States.

Promote strong IP protection and enforcement regimes abroad.

- Advance strong IP protection and enforcement through trade mechanisms, primarily focusing on securing a high-standard IP chapter in the Trans-Pacific Partnership (TPP) Agreement.
- Strengthen the current enforcement of and future foundation for intellectual property rights in China and India.
- Urge Canada to bring its IP protection and enforcement regime into the 21st century.
- Monitor other priority markets to keep our members informed of key developments and to be in a position to engage on IP issues of significant concern.