

BASCAP/INTA Release Analysis of ACTA Benefits and Provisions

Brussels, Belgium, 29 February 2012 — Business Action to Stop Counterfeiting and Piracy (BASCAP) and the International Trademark Association (INTA) today released a study providing a practical analysis of the importance and benefits of the Anti-Counterfeiting Trade Agreement (ACTA). The study aims to contribute clarity to the debate on ACTA in Europe by outlining how ACTA promotes EU trade and economic growth and protects consumers and EU companies of all sizes against the negative impacts of counterfeiting and piracy. It goes on to provide a detailed analysis of the provisions of ACTA and reaffirms the conclusion that ACTA is fully consistent with the laws of the EU and its Member States, citing specific sections that expressly provide for protection of civil liberties, fair processes, privacy and other important fundamental rights and values of the EU.

"We understand the need to provide the public, the Parliament and other interested parties with the most detailed and accurate information, and, thus, the European Commission's decision to refer ACTA to the Court of Justice of the European Union (CJEU) for review. Yet we also agree with the statements made by EU Trade Commissioner De Gucht that the debate about ACTA moving forward should be based on 'facts and not upon the misinformation or rumour' that has dominated the discussion recently," said Jeffrey Hardy, BASCAP Director. "It is in that spirit that BASCAP and INTA prepared this paper, and we hope the legislators, media and the public, will find the analysis useful."

"ACTA will help improve and level the playing field world-wide on IP enforcement, specifically with respect to counterfeiting and piracy," said Candice Li, External Relations Manager for Anti-Counterfeiting. "It will allow countries to take a coordinated approach in addressing commercial scale counterfeiting of consumer products of all kinds including medicines, automotive parts, and toys."

"ACTA will help promote EU trade abroad and protect EU companies, products and jobs," Hardy added. "It is clear throughout the provisions of ACTA, that this Agreement respects civil liberties, privacy and other important fundamental rights and freedoms enshrined in the EU's Charter of Fundamental Rights."

BASCAP and INTA said that the purpose of the analysis is "to provide much-needed facts about ACTA and explain why it is essential for the EU and its Member States to ratify the treaty."

"The ratification of ACTA will support businesses of all sizes, protect EU citizens from the harms of counterfeit goods and further establish the EU as a leader in the international effort to fight counterfeiting and piracy," Li said.

The full paper can be found here: <http://www.iccwbo.org/bascap/index.html?id=47526>

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About INTA

The International Trademark Association (INTA) is a not-for-profit membership association dedicated to the support and advancement of trademarks and related intellectual property as elements of fair and effective commerce. The Association was founded in 1878 by 17 merchants and manufacturers who saw a need for an organization "to protect and promote the rights of trademark owners, to secure useful legislation and to give aid and encouragement to all efforts for the advancement and observance of trademark rights." Today, INTA is made up of more than 5,900 trademark owners, professionals and academics from more than 190 countries. Headquartered in New York City, INTA also has offices in Shanghai, Brussels and Washington DC and representatives in Geneva and Mumbai. For more information please visit: www.inta.org

About BASCAP

The drain on businesses and the global economy from counterfeit goods and piracy of intellectual property is of great concern to International Chamber of Commerce (ICC) member companies worldwide. Business Action to Stop Counterfeiting and Piracy (BASCAP) is an ICC initiative that unites the global business community across all product sectors, to address issues associated with intellectual property theft and to petition for greater commitments by local, national and international officials in the enforcement and protection of intellectual property rights. For more information please visit: www.iccwbo.org/bascap