



MEDIA PACKET

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ABOUT ACTION FOR TRADE

MISSION

ACTION for Trade aims to ensure U.S. trade policy protects creativity, advances innovation, and prevents foreign countries from stealing intangible assets developed by American workers.

ABOUT

The American Creative, Technology, and Innovative Organizations Network is a coalition of trade associations and businesses dedicated to **shaping U.S. trade policy**. ACTION for Trade aims to make sure U.S. trade policy and trade agreements **foster innovation** and **creativity** and **protect the intellectual property** that drives U.S. trade competitiveness.

ACTION for Trade also seeks to help shape global trade standards to advance American creativity and innovation, to grow IPR-enabled U.S. services trade surplus, and to open new markets for American creators and innovators.

WHY NOW?

The **trade environment is changing**. Historically, international trade agreements focused on market access for goods, like grain and steel. But today, the United States also exports billions of dollars annually in "**intangible assets**," from digital content like movies, video games, and music to cutting-edge creations like new vaccines and cancer treatments.

Domestically, these products are safeguarded by copyrights, patents, trademarks, and other IP protections. Internationally, though, American innovation is **routinely undervalued** or even stolen, with many markets forcing U.S. companies to compete on an uneven playing field. This must change.

GOALS

- Shape U.S. trade policy
- Improve global trade standards
- Open new markets for American companies

MEMBERS

- Authors Guild
- Biotechnology Innovation Organization (BIO)
- International AntiCounterfeiting Coalition (IACC)
- Motion Picture Association of America (MPAA)
- Oracle
- Pharmaceutical Research and Manufacturers of America (PhRMA)
- Qualcomm Incorporated
- Recording Industry Association of America (RIAA)
- Small Business and Entrepreneurship Council (SBE Council)

LAUNCH EVENT



You're Invited: Support Creativity and Innovation in Trade Deals

Please join Finance Committee Chairman Orrin Hatch, Representative Scott Peters, and Representative Doug Collins at the official launch event for [ACTION for Trade](#), a new coalition of America's leading trade associations, tech companies, and creative organizations dedicated to advancing a pro-creativity and innovation trade agenda.

Tuesday, September 26, 2017 | 11:30 a.m. to 1:00 p.m.
Capitol Visitors Center, Room SVC215
Light food and refreshments will be served

As trade deals are modernized, it's critical for U.S. trade negotiators to make sure those deals foster the growing contributions of creativity and innovation-based industries and protect intellectual property. ACTION for Trade will work to make sure American creators and innovators are rewarded for their work.

RSVP

Note: This widely attended event is in compliance with Congressional ethics rules.

SOCIAL MEDIA

- ACTION's Twitter page: <https://twitter.com/actionfortrade>
 - Twitter handle: @actionfortrade
- ACTION's Facebook page: <https://www.facebook.com/actionfortrade/>
- Hashtags:
 - #ACTIONforTrade
 - #ProtectIPJobs
 - #USInnovation
 - #NAFTAnneedsIP
 - #ValueInnovation

LAUNCH SPEAKER BIOS



Brian Pomper is the executive director of ACTION for Trade. He also is a partner at Akin Gump Strauss Hauer & Field, an American international law firm headquartered in Washington, D.C, where he represents companies before Congress, the White House, and federal agencies on a diverse set of public policy matters, including international trade disputes, intellectual property, and market access.

Formerly, Mr. Pomper served as chief international trade counsel to Senate Finance Committee Chairman Max Baucus (D-MT).



Stephen J. Ubl is president and chief executive officer of the Pharmaceutical Research and Manufacturers of America (PhRMA), which represents America's leading biopharmaceutical research companies. In 2017, for the second year in a row, *Modern Healthcare* recognized him as one of the "100 Most Influential People in Healthcare."

Formerly, Mr. Ubl served as the president and CEO of medical technology association AdvaMed and the vice president of legislation for the Federation of American Hospitals.



Senator Orrin Grant Hatch is serving in his seventh term as Utah's senior senator, making him the most senior Republican in the Senate. Senator Hatch is the Chairman of the Senate Committee on Finance, a member (and former Chairman) of the Judiciary Committee, a member (and former Chairman) of the Senate Health, Education, Labor, and Pensions Committee, and a member of the Joint Committee on Taxation.

Senator Hatch is committed to advocating on behalf of our nation's innovative and creative workers. He introduced the Copyright Term Extension Act in 1997, the Defend Trade Secrets Act in 2016, and more.



James C. Greenwood is the president and CEO of the Biotechnology Innovation Organization (BIO) in Washington, D.C, which represents 1,000 biotechnology companies, academic institutions, state biotechnology centers, and related organizations across the United States and in more than 30 countries worldwide.

Formerly, Mr. Greenwood represented Pennsylvania's 8th District in the U.S. House of Representatives from 1993 to 2005. During his time in Congress, he was a senior member of the Energy and Commerce Committee and the Chairman of the Energy and Commerce Committee Subcommittee on Oversight and Investigation.



Congressman Scott Peters serves California's 52nd Congressional District, which includes the cities of Cornado, Poway, and most of northern San Diego. First elected in 2012, Rep. Peters currently serves on the House Energy and Commerce Committee. He also serves on the House Committee on Veterans' Affairs

As a Member of Congress, Rep. Peter's emphasis has been promoting and expanding San Diego's innovation ecosystem, advocating for San Diego's pivotal role as a partner in the national defense, and improving government effectiveness.



Cary Sherman is chairman and CEO of the Recording Industry Association of America (RIAA), the organization representing the nation's major music labels. The trade group's member companies are responsible for creating, manufacturing, or distributing approximately 85 percent of all legitimate sound recordings sold in the United States.

Formerly, Mr. Sherman was a senior partner at the Washington, D.C. firm of Arnold & Porter, where he headed the firm's Intellectual Property and Technology Practice Group and, as one of his areas of expertise, specialized in reconciling developing technologies and intellectual property laws.



Congressman Doug Collins serves Georgia's 9th District. His fellow members of Congress elected him to be the Vice Chair of the House Republican Conference.

Rep. Collins also serves on both the House Judiciary and Rules Committee. He chairs the Rules' Subcommittee on Rules and Organization of the House and is the Vice Chair of the Judiciary's Subcommittee on Courts, Intellectual Property, and the Internet.

BACKGROUND ON INNOVATION

Today's economy depends on intangible assets.

- Copyright-intensive industries contributed \$1.2 trillion to the U.S. economy in 2015.¹
- Copyright-intensive industries' economic contribution is growing at an avg. rate of 5 percent annually, outpacing the overall U.S. economy.²

Innovation is an economic powerhouse.

- The biopharmaceutical sector produced over \$1.3 trillion in economic output in 2016.³
- The U.S. software industry contributes over \$1 trillion annually to the U.S. economy.⁴
- The film industry had \$10.3 billion in revenues in 2015.⁵
- The U.S. recording industry had \$15 billion in revenues in 2015.⁶
- Film streaming increased 15% in 2015.⁷
- Music streaming revenue increased nearly 59% in 2015.⁸

Innovation creates well-paying manufacturing jobs.

- Nearly 58 million U.S. jobs are supported by IP-intensive manufacturing industries.
 - 20 million direct, 37.6 million indirect.⁹
- Wages in IP-intensive manufacturing industries are more than 45 percent higher than those in non-IP-intensive manufacturing industries, \$67,378 compared to \$46,248 per employee annually.¹⁰

Innovation drives exports.

- IP-intensive industries are reversing the trade deficit. At nearly \$90 billion, IP products accounted for the largest U.S. trade surplus in 2014.¹¹

¹ Siwek, Stephen; Copyright Industries in the U.S. Economy: The 2016 Report; Economists Incorporated; Prepared for the International Intellectual Property Alliance; 2016; p. 2; available at: http://www.iipawebsite.com/copyright_us_economy.html.

² Siwek, Stephen; Copyright Industries in the U.S. Economy: The 2016 Report; Economists Incorporated; Prepared for the International Intellectual Property Alliance; 2016; p. 2; available at: http://www.iipawebsite.com/copyright_us_economy.html.

³ PhRMA, "Chart Pack: Biopharmaceuticals in Perspective," July 19, 2017; available at: <http://www.phrma.org/report/chart-pack-biopharmaceuticals-in-perspective>.

⁴ BSA Study at p. 3 (citing U.S. Department of Labor, Bureau of Labor Statistics, Occupational Employment Statistics Data from May 2015).

⁵ U.S. Department of Commerce, International Trade Administration, "2016 Top markets Report: media and Entertainment, a Market Assessment Tool for U.S. Exporters," October 2016; available at: http://trade.gov/topmarkets/pdf/Media_and_Entertainment_Top_Markets_Report.pdf.

⁶ International Federation of the Phonographic Industry ("IFPI"), "Global Music Report (2016): Music Consumption Exploding Worldwide," at 16-17; available at: <http://www.ifpi.org/downloads/GMR2016.pdf>.

⁷ U.S. Department of Commerce, International Trade Administration, "2016 Top markets Report: media and Entertainment, a Market Assessment Tool for U.S. Exporters," October 2016; available at: http://trade.gov/topmarkets/pdf/Media_and_Entertainment_Top_Markets_Report.pdf.

⁸ International Federation of the Phonographic Industry ("IFPI"), "Global Music Report (2016): Music Consumption Exploding Worldwide," at 16-17; available at: <http://www.ifpi.org/downloads/GMR2016.pdf>.

⁹ [Forthcoming report on IP intensive industries and related manufacturing jobs.]

¹⁰ [Forthcoming report on IP intensive industries and related manufacturing jobs.]

¹¹ CompTIA at 1.

- The United States exported \$130 billion of IP-products in 2014, making it the second largest category of exports.¹²
- The number of IP exports is rising. Between 1999 and 2014, U.S. exports that relied on IP increased 170 percent, from about \$48 billion to \$130 billion.¹³

It's time to protect U.S. innovation internationally.

- President Trump has talked about strengthening our trade deals. ACTION looks forward to working with President Trump and his team to make sure American innovation and creativity is valued in foreign markets.
- The United States, Canada, and Mexico are renegotiating the North American Free Trade Agreement.
- NAFTA hasn't been updated in 23 years. Technology and innovation has changed dramatically over that time, so many of America's assets have been undervalued.
- U.S. negotiators must ensure that the global economy rewards innovation and protects creative assets. This begins with the ongoing NAFTA modernization talks, as the final outcome may set the standard for future trade agreements.
- ACTION aims to ensure strong intellectual property protections to combat infringement, counterfeiting, and piracy; expand enforcement capacity; eliminate non-tariff market access barriers and localization requirements; and make sure that creative and innovative products are valued fairly in foreign markets.

¹² CompTIA at 1.

¹³ CompTIA at 4, 6.



FOR IMMEDIATE RELEASE

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New Coalition Launches to Ensure Trade Deals Advance American Innovation

ACTION for Trade aims to ensure U.S. trade policy and trade agreements promote creativity and innovation.

WASHINGTON, D.C., September 19, 2017 -- Today, a diverse group of trade associations, technology companies, and creative organizations united to launch "ACTION for Trade," a coalition that aims to ensure U.S. trade policy and trade agreements advance a pro-creativity and innovation agenda and prevent foreign countries from stealing intangible assets developed by U.S. creators and innovators.

"Amid ongoing talks to renegotiate the North American Free Trade Agreement, it's critical for America's trade negotiators to make sure the agreement rewards innovation and protects the creative assets developed by U.S. creators and innovators," said Brian Pomper, executive director of the new coalition. "Improving NAFTA will help ensure that our workers and economy prosper."

Creativity and innovation-based industries continue to play a critical role in the U.S. economy, and the contributions of these industries are growing and diversifying. They account for faster economic growth, greater job creation, and higher wages and exports than industries that are not as dependent on strong intellectual property protections.

The economic impact of America's copyright-intensive industries is growing at a clip of nearly 5 percent each year, far outpacing the overall U.S. economy, and IP-intensive industries are hiring at a breakneck pace.

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About ACTION for Trade: The American Creative, Technology, and Innovative Organizations Network is a coalition of trade associations and businesses dedicated to shaping U.S. trade policy. ACTION for Trade aims to make sure U.S. trade policy and trade agreements foster innovation and creativity and protect the intellectual property that drives U.S. trade competitiveness. ACTION for Trade also seeks to help shape global trade standards to advance American creativity and innovation, to grow IPR-enabled U.S. services trade surplus, and to open new markets for American creators and innovators.

For more information go to www.ActionForTrade.org.

Members of ACTION for Trade include: Authors Guild, Biotechnology Innovation Organization (BIO), International AntiCounterfeiting Coalition (IACC), Motion Picture Association of America (MPAA), Oracle, Pharmaceutical Research and Manufacturers of America (PhRMA), Qualcomm, and Recording Industry Association of America (RIAA).

Quotes from members:

IACC: "Today's economy depends on innovation -- and America's inventors, producers, designers, and researchers are the best in the world. But that means counterfeiters pose a greater risk to the U.S. economy than ever before. That's why IACC joined ACTION for Trade. We want to make sure U.S. trade negotiators defend the intangible assets developed by U.S. workers."

- Robert Barchiesi, president, International AntiCounterfeiting Coalition

MPAA: "America's film and television industry exports to more than 130 countries across the world, registering a positive trade surplus of \$13.3 billion, while supporting two million jobs at home. Strong intellectual property protections are crucial to our industry's continued global success. We look forward to working with ACTION for Trade to inform U.S. policymakers on how raising intellectual property standards in trade agreements benefits the U.S. economy."

- Charles Rivkin, CEO, Motion Picture Association of America

PhRMA: "Intellectual property (IP) rights are critical to protecting America's place as the global leader in biopharmaceutical innovation. Strong IP protections are necessary to maintain the substantial investments being made by the biopharmaceutical industry to develop the next generation of treatments and cures to address the world's most pressing public health challenges. We are proud to be a part of ACTION for Trade, and we welcome the opportunity to be a part of the ongoing dialogue about the importance of strong IP protections and the need for our trading partners to properly value IP."

- Stephen J. Ubl, president and CEO, Pharmaceutical Research and Manufacturers of America

RIAA: "America's recording artists depend on strong and effective copyright protection as they fuel the streaming economy. We are proud to stand with America's other great creative sectors to fight for U.S. creativity and innovation in foreign markets. Our continued investment in music and partnerships with cutting-edge digital music services depends on it."

- Cary Sherman, chairman & CEO, RIAA

WEBSITE CONTENT



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ACTION FOR TRADE

Working with America's Creative, Technology, and Innovative Organizations to ensure a prosperous economic future.



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ABOUT ACTION FOR TRADE

The American Creative, Technology, and Innovative Organizations Network for Trade is a coalition of trade associations and businesses dedicated to shaping U.S. trade policy. ACTION for Trade aims to make sure new and existing trade agreements foster innovation and creativity and protect the intellectual property that drives U.S. competitiveness.

ACTION for Trade seeks to shape global trade standards to advance American creativity and innovation. While consumers around the world flock to American-made creative and innovative goods and services, too many nations undervalue the hard work, investment, risk, and underlying protections that made these American exports possible.

ACTION for Trade also seeks to open new markets for American companies.

MISSION

ACTION for Trade aims to ensure U.S. trade policy protects creativity, advances innovation, and prevents foreign countries from stealing intangible assets developed by American workers.

"By bringing together America's leading creative and innovative industries, ACTION for Trade can provide U.S. negotiators with the resources they need to make sure our trade agreements benefit U.S. workers."

Brian Pomper, executive director, ACTION for Trade



BACKGROUND

Trade is changing. Historically, international trade agreements focused on market access for goods, like grain and steel.

But today, the United States also exports billions of dollars annually in "intangible assets," from digital content like movies, video games, and music to cutting-edge creations like new vaccines and cancer treatments.

Domestically, these products are safeguarded by copyrights, patents, trademarks, and other IP protections.

Internationally, though, American innovation is routinely undervalued or even stolen, with many markets forcing U.S. companies to compete on an unlevel playing field. This must change.

Innovation and creativity drives the U.S. economy. In 2015, copyright-intensive industries contributed \$1.2 trillion to America's GDP — and this number is growing at nearly 5 percent annually. Industries that depend on other types of IP protections, like patents and data exclusivity, boost that number significantly. The U.S. biopharmaceutical sector alone produced over \$1.3 trillion in economic output for the United States in 2016.

Innovative and creative industries drive job creation, as well. IP-intensive manufacturing industries — biopharmaceuticals, semiconductors, aerospace, and transportation, to name just a few — support nearly 60 million American jobs.

Innovative and creative industries are also major exporters, so strengthening them would reduce trade deficits.

America's dominant position in these industries provides an opportunity for U.S. negotiators to ensure that the global economy rewards innovation and protects creative assets. This begins with the ongoing NAFTA modernization talks, as the final outcome may set the standard for future trade agreements.

RESOURCES

[Full Text of NAFTA](#)

[Public Comments on Negotiating Objectives for NAFTA](#)

[Transcripts of June hearings about Negotiating Objectives for NAFTA](#)

[U.S. Trade Representative Notification to Congress of Renegotiating NAFTA](#)

[2017 Update to the 2013 report of the commission on the Theft of American Intellectual Property](#)

[Infographic from the U.S. Department of State: "IP and the U.S. Economy"](#)

[White House Fact Sheet: President Donald J. Trump Protects American Intellectual Property](#)

[U.S. Patent and Trademark Office](#)

[U.S. Copyright Office](#)

[World Intellectual Property Organization](#)

[List of U.S. Free Trade Agreements](#)

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CONTACT US

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I'm not a robot

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