



## **New Video: ACTION for Trade Advocates for Innovators and Creators**

**WASHINGTON (August 24, 2018)** -- ACTION for Trade recently released a video highlighting the coalition's work to safeguard America's innovators and creators.

ACTION's video -- which is available on [YouTube](#) -- explains how intangible assets like music, movies, and vaccines are more vital to the global trade environment than ever before. Because of this 21<sup>st</sup> century shift, ACTION for Trade has set out to ensure that foreign nations fairly value these U.S. innovations by strengthening IP protections in trade agreements.

The video features clips of several U.S. Senators and Representatives voicing their support for stronger IP protections in trade agreements.

Senator Orrin Hatch (R-UT) is notably documented as telling U.S. Trade Ambassador Robert Lighthizer, "Your first priority in my opinion should be strengthening protections for America's creators and innovators."

Ambassador Robert Lighthizer is also featured, noting that "the biggest single advantage of the American economy in my opinion is our intellectual property."

You can find the link to view the video and promote it via social media [here](#).



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**About ACTION for Trade:** 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. For more information go to [www.ActionForTrade.org](http://www.ActionForTrade.org) or connect with us on [Twitter](#), [Facebook](#) and [YouTube](#).