



## **Alliance: enforcement of IP regime is key to growth**

A strong IP system is essential to UK economic growth and innovation, according to the Alliance Against IP Theft's response to Professor Ian Hargreaves' Independent Review of IP and Growth.

The Alliance response sets out how the UK's IP framework allows not only for the development and success of existing, often world-famous, creative businesses and branded industries but that it has already provided the environment for the creation of a multitude of new digital businesses and services, all designed to deliver a better and more varied consumer experience. But it is only through effective enforcement of IP law that innovation can continue to generate value. Submitting the Alliance's response to the Review, Susie Winter, Director General of the Alliance Against IP Theft, said:

"Illegal copying, counterfeiting and piracy, deprive creators of return on their investment and of fair reward, companies of revenues and reduce the incentive for future innovation and investment. This threat is therefore one of the most serious challenges to growth in the UK today.

"Effective enforcement of IP law is essential if the Government wishes both to help genuine creators of IP to deliver growth and employment and to start recovering the millions which are denied to the Exchequer through counterfeiting and piracy each year."

### **Notes to editors**

1. Launched in 1998, Alliance Against IP Theft provides a unique single voice to promote to government the importance of intellectual property (IP) to all sectors of the UK economy and to explain the harm – economic, physical and social – caused by IP theft.

Representing film, music, software, sports and publishing, branded manufactured goods and retailers, individual designers and small businesses, the Alliance has campaigned vigorously to demonstrate the important economic and cultural contribution IP makes to the UK and helped bring about legislative reform to ensure our assets are safeguarded for the future wellbeing of the British economy.

2. The Alliance's submission can be found at [www.allianceagainstiptheft.co.uk](http://www.allianceagainstiptheft.co.uk)
3. For further information please call Toby Pellew on 020 7618 9166