



For Immediate Release
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**IIPA SUPPORTS U.S. DECISION TO RESTORE
TRADE BENEFITS TO UKRAINE**

Calls on Ukraine Government to Remain Vigilant Against Optical Disc Piracy

WASHINGTON, DC – The International Intellectual Property Alliance, an alliance of seven U.S. copyright-based trade associations comprising over 1,900 companies, today announced its support for the decision by the United States Trade Representative (USTR) to restore Ukraine’s eligibility for benefits under the Generalized System of Preferences (GSP) trade program. GSP is a provision of U.S. trade law that unilaterally grants duty-free trading benefits to certain products from eligible beneficiary countries from the developing world, conditioned in part on each beneficiary providing “adequate and effective” protection of intellectual property rights. GSP benefits in Ukraine were suspended in 2001 based upon a petition filed by the IIPA (in 1999) because of the then rampant and unregulated optical disc production and distribution of music, film, business and entertainment software materials in Ukraine for sale locally and exported for sale in many other countries. In 2005, Ukraine adopted legal reforms aimed at curbing this piracy.

Eric J. Schwartz, IIPA Vice President, said, “IIPA supports the U.S. decision to restore trade benefits to Ukraine. After several years of hard work by the government of Ukraine in conjunction with U.S. government officials, Ukraine adopted significant improvements in its optical disc laws in 2005. These new laws, as well as an agreement by the Ukraine government to participate cooperatively with the copyright industries in Ukraine on enforcement, should result in significant improvements in Ukraine. If fully implemented, these changes will properly regulate the legal production and distribution of optical media material in Ukraine. We applaud the combined efforts of the Ukraine and U.S. governments to make this happen. That said, the government of Ukraine must fulfill its obligations and remain vigilant on its pledges of cooperative enforcement in order to improve on-the-ground efforts.”

IIPA notes that there are several steps that the government of Ukraine must immediately undertake to ensure proper implementation of the new laws. These include: the adoption of regular surprise plant inspections; the creation of an “evidence repository” of the master materials used to produce optical disc materials in Ukraine; and, the proper prosecution and imposition of deterrent sentences against commercial pirates of optical disc and other copyright materials. If these steps are taken, then Ukraine will go a long way towards improving its copyright enforcement regime for the betterment of the local economy and the protection of domestic and foreign copyright owners.

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The International Intellectual Property Alliance (IIPA) is a coalition of seven trade associations formed in 1984 to represent the U.S. copyright-based industries in bilateral and multilateral efforts to improve international protection of copyright materials, and to open up foreign markets closed by piracy and other market access barriers. The IIPA is comprised of: the Association of American Publishers (AAP), the Business Software Alliance (BSA), the Entertainment Software Association (ESA), Independent Television and Film Alliance (IFTA), the Motion Picture Association of America (MPAA), the National Music Publishers Association (NMPA), and the Recording Industry Association of America (RIAA). These member associations represent over 1,900 U.S. companies producing and distributing materials protected by copyright laws throughout the world – all types of computer software including business applications software and entertainment software (such as videogame CDs and cartridges, personal computer CD-ROMs and multimedia products); theatrical films, television programs, home videos and digital representations of audiovisual works; music, records, CDs, and audiocassettes; and textbooks, tradebooks, reference and professional publications and journals (in both electronic and print media). For more information on the IIPA, visit www.iipa.com.