

# INTERNATIONAL INTELLECTUAL PROPERTY ALLIANCE



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September 13, 2001

The Honorable David Dreier  
237 Cannon House Office Building  
Washington, DC 20515-0528

Dear Mr. Chairman:

The International Intellectual Property Alliance strongly supports prompt enactment of Trade Promotion Authority (TPA). IIPA is a coalition of seven US trade associations whose 1,900 member companies produce and distribute copyrighted materials -- books, music, films, business and game software -- to markets around the world. According to a recent report,<sup>1</sup> the copyright industries generated more export revenues than other industry sector in the United States and employed more than 7.6 million Americans in 1999.

If America's copyright industries are to remain successful in global markets, the President, in consultation with Congress and the private sector, must have effective and credible authority to negotiate bilateral, regional and multilateral trade agreements that will reduce barriers to American creative works, and enhance intellectual property protection and enforcement available for American creators.

Failure to grant TPA will limit our nation's efforts to secure non-discriminatory market access and achieve strong intellectual property rights protection and enforcement worldwide. If Congress fails to act promptly, America's ability to retain its leadership role in setting world trade standards will be seriously jeopardized.

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<sup>1</sup> Siwek, Stephen E., *Copyright Industries in the US Economy: the 2000 Report*.

We hope that you will support free trade and America's continued growth and leadership in trade by supporting the establishment of Trade Promotion Authority. We are dedicated to working with you and the Administration to achieve bipartisan consensus on TPA this year.

Respectfully yours,



Patricia S. Schroeder  
President and CEO  
Association of American Publishers



Jack Valenti  
President and CEO  
Motion Picture Association of America



Jean Prewitt  
President  
AFMA



Edward Murphy  
President and CEO  
National Music Publishers' Association



Robert Holleyman, II  
President  
Business Software Alliance



Hilary Rosen  
Chairman and CEO  
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Douglas Lowenstein  
President  
Interactive Digital Software Association



Eric H. Smith  
President  
International Intellectual Property Alliance