



The Alliance has been the leading voice for IP since 1998

- **Promoting IP's contribution to the UK's economy, society and culture**
 - **Campaigning for a robust, efficient legislative and regulatory regime**
 - **Supporting strong and effective protection of IP rights**
- ✓ Vital policy partner for Government and the Opposition
 - ✓ First port of call for parliamentarians, stakeholders and third parties
 - ✓ Representing members on a number of Government and enforcement forums

Why become a Member?

- United with, and supported by, other Alliance members we can amplify your voice
- Formulate and shape future policy and direction of the Alliance's lobbying work, ensuring your members' issues are front and centre of Alliance activity
- Regular briefings on policy issues; weekly newsletters
- Opportunities to attend meetings with Ministers, opposition spokespeople, Chairmen and members of influential Select Committees and other important political stakeholders
- Dedicated secretariat constantly progressing Members' issues and concerns
- Access to political contacts and liaison with the All Party Parliamentary IP Group
- Invitations for you and your Members to all Alliance events, including the Alliance's Annual Summer Reception on the Terrace of the House of Commons

Alliance achievements

Our experience representing the interests of members can be measured in the number of policy reforms that the Alliance has achieved, including:

- Increase in maximum sentences for copyright offences from two years to ten and improvement in seizure and forfeiture provisions was achieved via an Alliance-initiated Private Members' Bill
- Introduction of a new criminal offence for infringement of Registered Design Rights
- Inclusion of IP crime on list of lifestyle offences under the Proceeds of Crime Act (POCA)
- Inclusion of Trading Standards in POCA incentivisation scheme
- Additional £3 million funding for the City of London Police's IP Crime Unit
- Research into the shortfalls of the impact assessments which accompanied the Government's Copyright Consultation
- Recognition of IP crime as 'serious' and 'organised' by the Serious and Organised Crime Agency (SOCA) and acceptance of economic loss and criminal gains due to IP theft
- Establishment of National IP Crime Strategy, IP Crime Group and creation of dedicated intelligence unit operating out of the IPO
- Implementation of Section 107A of the Copyright, Designs and Patents Act giving Trading Standards the duty to enforce copyright law

- Support across local authorities, Trading Standards, Government, market operators and traders, and Crimestoppers for the successful industry initiated and led strategy dealing with the sale of counterfeit and illicit products at markets and car boot sales
- Online penalties – Bringing the maximum criminal term available for online infringement from 2 years to make it level with criminal terms available for other types of IP infringement (10 years)
- Section 72 of Copyright, Designs & Patents Act – amendment to cover public performance of subscription services



2017 plans and ongoing issues

- **Following the UK's decision to leave the European Union, we are focussing on the opportunities that withdrawal will bring; and seek to ensure the levels of protection that were assured through EU Directives regarding IP**
- We are continuing to engage with Ministers, Government officials, Shadow MPs and Peers to push the importance of IP and IP-rich businesses
- Highlighting the harm brought by counterfeiting and IP theft to the UK
- Unregistered design rights – After a successful campaign to introduce criminal sanctions against infringement of registered design rights, the Alliance will be pushing for this to be extended to unregistered design rights
- British IP Day – we created a way to celebrate IP in all forms across the UK and will be following on its success in 2017
- Consultation responses – we have responded to 12 UK and EU consultations in the last year and are primed to respond to more as needed
- The European Commission's plans for the Digital Single Market and Single Market have an impact on the business models of all Alliance members. We are actively engaged in dialogue with the Commission, MEPs and the UK Government to ensure that reforms do not harm growth, jobs and investment whilst also ensuring consumers are best served.