



G L O B A L
INTELLECTUAL PROPERTY
 C E N T E R

CACP

Coalition Against Counterfeiting and Piracy

To fight the growing threat of counterfeiting and piracy to the economy, jobs, consumer health and safety, and the business community, the U.S. Chamber of Commerce formed a broad-based business coalition, the Coalition Against Counterfeiting and Piracy (CACP).

Founded in 2004, the CACP has grown to more than 600 members, making it the largest business coalition of its kind. It is committed to improving awareness of the negative impact of counterfeiting and piracy and finding real solutions by working with governments, industries, academics, opinion leaders, consumers, and other allies.

2009 Goals

1. Pass, fund, and implement all components of the Campaign to Protect America, an aggressive legislative package to combat counterfeiting and piracy and IP theft.
2. Strengthen state and local anti-counterfeiting and piracy enforcement efforts.
3. Conclude a strong and enforceable Anti-Counterfeiting Trade Agreement (ACTA) and improve existing trade policy tools.
4. Promote industry-led, market based, technological solutions for IP protection to all industries involved in the manufacture, distribution, and marketing of IP-based products and services.

Recent Accomplishments

Campaign to Protect America

In June 2007, the CACP launched the *Campaign to Protect America*. Many submissions from the *Campaign to Protect America* became part of S.3325, the PRO-IP Act, that was signed into law in October 2008. This act is a critical step toward improving the federal government's ability to protect IP.

Over the next year, the CACP will working to pass the remaining pieces of the *Campaign to Protect America* including:

- An authorization to bolster IP enforcement resources and tools for the Department of Homeland Security through its Customs and Border Protection and Immigration and Customs Enforcement Agencies.
- Legislation to improve the U.S. Trade Representative's (USTR) Special 301 process, which would help the USTR deal more effectively with countries that fail to respect and enforce the rights of American innovators, and live up to their international IP obligations.



PRO-IP Act

The act toughens civil and criminal laws against counterfeiting and piracy, provides enhanced IP enforcement and prosecutorial resources, and improves IP coordination in the executive branch. The CACP will work with the House and Senate Appropriations Committee to ensure that all elements of the PRO-IP Act are adequately funded.

Model State

At the state level, the CACP is working with Georgia Attorney General Thurbert Baker on a broad model state initiative, which applies many of the concepts included in the *Campaign to Protect America* to the state and local level. As part of this initiative, Baker has dedicated a senior assistant attorney general to counterfeiting and piracy and is in the process of forming a statewide law enforcement task force.

In addition, the CACP is also working with the National Association of Attorneys General (NAAG) to form a task force focusing on counterfeiting and piracy.

The CACP is also partnering with the International Anti-Counterfeiting Coalition (IACC) and the International Trademark Association (INTA) to create state legislation that protects consumers and businesses. Through this partnership, the CACP has secured passage of important trademark legislation in Florida, Virginia, and California and secured the introduction of trademark legislation in Illinois.

Other Programs

The CACP and the Chamber sponsored the production of the National Geographic film *Illicit: The Dark Trade*. This documentary chronicles the illegal and dangerous activities involved in the production, transportation, sale, and consumption of counterfeit goods. The film has been viewed by over 5 million people on PBS and nearly 2,000 IP stakeholders in private screenings across the country.

The CACP also hosts and sponsors many training events across the country and produces educational materials like the *Intellectual Property Protection and Enforcement Manual: A Practical and Legal Guide for Protecting Your Intellectual Property Rights*.

CACP Member Benefits

CACP members receive news updates on relevant legislation, invitations to CACP and partner events, and invitations to participate in coalition task forces. CACP membership is free.

To learn more about the CACP or to sign up to be a member visit thecacp.com, or e-mail counterfeiting@uschamber.com.