



## WHAT THEY ARE SAYING: OBAMA ADMINISTRATION AND INTELLECTUAL PROPERTY

The Obama Administration has been a staunch supporter of increased intellectual property (IP) enforcement as well as working to provide tools to aid the protection of America's creative ideas and innovations. The following is a series of recent quotes directly from the President, the Vice President, and senior administration officials showing broad support for IP rights as a critical driver of the American economy.

### **PRESIDENT BARACK OBAMA:**

“What’s more, we’re going to aggressively protect our intellectual property. Our single greatest asset is the innovation and the ingenuity and creativity of the American people. It is essential to our prosperity and it will only become more so in this century. But it’s only a competitive advantage if our companies know that someone else can’t just steal that idea and duplicate it with cheaper inputs and labor. There’s nothing wrong with other people using our technologies, we welcome it – we just want to make sure that it’s licensed, and that American businesses are getting paid appropriately.”

*- At Export-Import Bank’s Annual Conference, Washington, D.C., March 11, 2010*

“Our competitive advantage in the world is going to be people who are using their minds to create new products, new services. But that only helps us and helps to build a multi-billion dollar company if somebody can't steal that idea and suddenly start making it in Indonesia or Malaysia or Bangladesh with very cheap workers.”

*- At town hall meeting in Elyria, OH, January 22, 2010*

“Now, part of the problem is we haven't gotten the kind of intellectual property enforcement in other countries that we need – and so understandably businesses are wary about sending their products overseas just to be duplicated and then shipped back to us using lower-wage labor. But in some cases it really has to do with a failure to update and review what restrictions still make sense and what restrictions don't.”

*- At the closing session of the Forum on Jobs and Economic Growth, Washington, D.C.,  
December 3, 2009*

“That's why it's essential that we enforce trade laws and work with our trading partners to open up markets abroad; that we reform and strengthen our intellectual property system; that we sustain our advantage as a place that draws and welcomes the brightest minds from all over the world; and that we unlock sources of credit and capital which have been in short supply as a result of the financial crisis.”

*- At Hudson Valley Community College, Troy, NY, September 21, 2009*



“Because so much of our common prosperity and millions of jobs depend on trade that flows across our borders – billions of dollars worth of trade every day – we reaffirmed the need to reject protectionism. We recommitted ourselves to the infrastructure investments, the common-sense regulations and intellectual property protections upon which trade thrives.”

- *At a press conference with President Felipe Calderón of Mexico and Prime Minister Stephen Harper of Canada, Cabanas Cultural Center, Guadalajara, Mexico, August 10, 2009*

#### **VICE PRESIDENT JOE BIDEN:**

“Piracy is theft. Plain and simple. It's smash and grab. It ain't no different than smashing a window at Tiffany's and grabbing [merchandise].”

- *At a press event to release the “Joint Strategic Plan to Combat Intellectual Property Theft,” Washington, D.C., June 22, 2010*

“Theft of intellectual property does significant harm to our economy and endangers the health and safety of our citizens. This administration is committed to stronger and stricter enforcement of intellectual property rights, and this new task force is a step in the right direction.”

- *In press statement concerning the creation of the Department of Justice IP Task Force, Washington, D.C., February 12, 2010*

#### **SECRETARY OF STATE HILLARY CLINTON:**

“For trade to work in any economy and for it to produce the benefits we know that it can, there must be a level playing field where domestic and international companies can compete freely and openly. For example, transparency in rule making and standard setting, non-discrimination, fair access to sales to private sector and government purchasers alike, the strong enforcement of intellectual property rights, these are all vitally important in the 21st century global economy.”

- *At Boeing Maintenance Facility, Pudong International Airport, Shanghai, China, May 22, 2010*

#### **SECRETARY OF COMMERCE GARY LOCKE:**

“As American companies move ever deeper into world markets, it's getting increasingly difficult to protect our innovations. ... More broadly, IP protection has been, and will continue to be, a focus of my tenure at Commerce. ... My message there [in China], and throughout the rest of the world, is a simple one: America will not allow its knowledge and its intellectual property to be stolen with impunity.”

- *At PhRMA's Annual Meeting in Arlington, VA, March 18, 2010*



“[This] administration is doing everything it can to ensure our creators and our innovators are compensated for the great work that they do. From day one, the Obama administration has placed a strong focus on: Establishing global intellectual property norms, promoting compliance with global norms; and strengthening the international copyright system.”

*-At Belmont University in Nashville, TN, August 30, 2010*

**ATTORNEY GENERAL ERIC HOLDER:**

“The rise in intellectual property crime in the United States and abroad threatens not only our public safety but also our economic wellbeing. The Department of Justice must confront this threat with a strong and coordinated response.”

*- In press statement concerning the creation of the Department of Justice IP Task Force, Washington, D.C., February 12, 2010*

**U.S. TRADE REPRESENTATIVE RON KIRK:**

“One of the lesser known but critically important aspects of our work at the Trade Representative's Office is our enforcement activities. And particularly for knowledge-based companies like those represented today, it doesn't matter how creative you are if you go into the wrong market and they frankly just steal your ideas... Piracy sort of sounds romantic but it's theft. And imitation may be the most sincere form of flattery, unless it happens to be your product or idea or innovation that you see being marketed in another country, where they've literally just scratched out "Google" or "Microsoft" or whatever your company and put in their name and they're selling it and reaping the economic benefits of it.”

*-At the Global Innovation Forum of the National Foreign Trade Council held at Google Corporate Headquarters, Mountain View, CA, September 8, 2010*

“USTR uses a full arsenal of trade policy tools to support and implement President Obama's commitment to aggressively protect American intellectual property rights around the world. We are actively engaged in bilateral and multilateral trade negotiations, dialogues, and cooperation that are particularly critical to advancing the effective enforcement and protection of intellectual property rights overseas. That engagement is backed by a strong commitment to ensuring that our trading partners deliver on their commitments.”

*- In a press statement concerning the release of the "Joint Strategic Plan to Combat Intellectual Property Theft," Washington, D.C., June 22, 2010*



**INTELLECTUAL PROPERTY ENFORCEMENT COORDINATOR VICTORIA ESPINEL:**

“Now, more than ever, we need to protect the ideas, artistry, and our reputation for quality, provide our businesses with the incentives to make each new product better, reduce crimes related to intellectual property infringement and keep dangerous counterfeits out of our supply chain to protect our citizens. Strong intellectual property enforcement will help us to accomplish that.”

*- At a press event to release the “Joint Strategic Plan to Combat Intellectual Property Theft,”  
Washington, D.C., June 22, 2010*

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