

PUBLIC/PRIVATE SECTOR RECOMMENDATIONS FOR ENABLING INNOVATIVE & CREATIVE SOLUTIONS IN RESPONSE TO COVID-19

Working together,
government and
industry can best
deliver the innovative
and creative solutions
that we urgently need
for the response
to COVID-19.



During this pandemic, the U.S. innovative and creative sectors continue to be critical in responding to the urgent needs of the American people. Sustained investment in innovation has provided us with technological capabilities that were unavailable in past crises. Yet the limits of those capabilities are also readily apparent. There is still much more work to be done. For that reason, any sustainable crisis response policy must account for the intellectual property laws that underpin our innovative and creative capacity and that will be relied upon to deliver the answers to this and the next challenge.



1. PUBLIC-PRIVATE PARTNERSHIP TO ACCELERATE DELIVERY OF TREATMENTS AND VACCINES:

As innovative treatments and vaccines are developed, continued collaboration between business and government is the most effective path to accelerate global production and distribution. Working together, we can also minimize or avoid the need for extraordinary measures that would undermine our continued innovative capacity.



2. MAINTAIN ACCESS TO KNOWLEDGE:

Continuing proactive collaboration with knowledge creators and scientific publishers will ensure timely delivery of high-quality, value-added information, data, and know-how during crises—while respecting the private property rights of the creator, and the investments made by the publisher, that makes this content possible.



3. SECURE TRUSTED BRANDS AND FIGHT COUNTERFEITS:

Prioritizing and adopting proposals for information sharing among global customs agencies, and intellectual property owners, as well as other key stakeholders, will assist in assembling reliable data models for the interdiction, prosecution, and prevention of illicit trade.