



April 8, 2022

The President
The White House
Washington, DC 20500

Dear Mr. President:

On behalf of the undersigned organizations representing U.S. intellectual property rights holders and manufacturers, we respectfully request that you expeditiously nominate your Administration's Intellectual Property Enforcement Coordinator ("IPEC").

The IPEC position was created in 2008 with overwhelming bipartisan and bicameral support, in recognition of the need for a unified and coordinated approach to intellectual property protection and enforcement. In the years since, the Office of the Intellectual Property Enforcement Coordinator has played a vital role in assessing and developing the U.S. Government's strategies for combatting IP theft, while also serving as an advocate within the Administration for safeguarding the innovations and innovators who drive the American economy.

The ability of companies in America to compete in the global marketplace is directly tied to their ability to protect and enforce the underlying intellectual property rights in their innovative products, designs, brands, and original works of authorship. The Department of Commerce has underscored the importance of a robust and strategic approach to IP protection, estimating that intellectual property intensive industries support more than 45 million American jobs and contribute over \$6.6 trillion to the U.S. economy. These contributions would soar even higher, if not for the billions of dollars in lost sales, damages to reputation, and substantial legal expenses suffered by our member companies at the hands of counterfeiters.

As we have seen over the past two years however, the protection of intellectual property rights is not simply an issue of economic security, but one of vital importance to the health and safety of American consumers. Since the start of the COVID-19 pandemic, U.S. Customs and Border Protection and law enforcement agencies across the country have seized vast quantities of counterfeit personal protective equipment, as well as fake and unapproved pharmaceuticals and medical devices that pose a direct threat to the well-being of American citizens. In Fiscal Year 2020 alone, nearly 13 million counterfeit face masks were interdicted at U.S. ports of entry. Unfortunately, we know without question that countless more found their way to store shelves and to consumers' homes and places of work.

The Intellectual Property Enforcement Coordinator can and must play a key role in developing your Administration's response to the entire range of threats posed by the illicit trafficking of counterfeit and pirated goods. We urge you to move quickly in appointing a nominee who will fiercely defend businesses in America businesses and the American public against these growing threats.

We look forward to working with your Administration to ensure that intellectual property is prioritized as a top policy concern.

Thank you for your consideration on this important matter.

Sincerely,

Alliance for Automotive Innovation
American Apparel and Footwear Association
Automotive Anti-Counterfeiting Council
Global Innovation Policy Center
International AntiCounterfeiting Coalition
Motor and Equipment Manufacturers Association
The Toy Association