

President Bush Signs the Prioritizing Resources and Organization for Intellectual Property Act (“PRO-IP Act”) Into Law

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President Bush signed into law the Prioritizing Resources and Organization for Intellectual Property Act (Pro IP Act), formerly called the Enforcement of Intellectual Property Rights Act, on October 13, 2008 (Pub. L. 110-403). The Act will reinforce the intellectual property laws of the United States by consolidating federal efforts under a new White House cabinet position.

The Act creates an Intellectual Property Enforcement Coordinator (IPEC) within the executive branch. The coordinator’s team will be primary responsible for developing a Joint Strategic Plan at the federal level to reduce counterfeiting and infringement. In addition to the executive branch, the Department of Justice will receive increased resources (personnel, training, and equipment) to coordinate federal and state efforts against counterfeiting and piracy.

This legislation will increase the minimum and maximum statutory damage awards in civil counterfeiting cases. The Act will also increase monetary payments in criminal cases involving counterfeiting and piracy.

The American business community and its advocates have been supportive of this law which will play a critical role for the development of the U.S. economy by ensuring the enforcement of intellectual property rights.

For further information:

The White House, Office of the Press Secretary, *Fact Sheet: Protecting American Innovation*, , Oct. 13, 2008, <http://www.whitehouse.gov/news/releases/2008/10/20081013-7.html>.