

December 8, 2009

Subject: **IT Issues in the forefront with appointment of nation's First IP Czar**

The fight against gray marketing, counterfeiting, service and warranty abuse along with other IP infringements has taken center stage on the national scene. The Alliance for Gray Market and Counterfeit Abatement (AGMA), a non-profit organization comprised of leading high technology companies committed to addressing the global impact of gray market, counterfeiting of goods and service and warranty abuse on the technology industry, is on a mission is to ensure the highest product quality standards, uphold customer satisfaction, protect brand integrity, improve standards for intellectual property enforcement, mitigate the counterfeiting of products, and stem the unauthorized flow of goods into the gray market.

With this in mind, AGMA continually monitors issues for the IT industry, and its Government Affairs Committee identifies, reviews, monitors and makes recommendations to AGMA's board regarding contributions AGMA can make on public policies, legal trends and issues that are relevant to the AGMA membership. Just last week, the U.S. Senate confirmed Victoria Espinel as the nation's first Intellectual Property Enforcement Coordinator. According to Scott Olsen, an AGMA Director and Government Affairs Committee Chairman, "The swift confirmation of Ms. Espinel is a welcome signal that Congress understands the importance of IP issues, which are critical to spurring innovation and job creation during these difficult economic times. We look forward to working with her and her team on issues ranging from how the government ensures it does not buy counterfeit and gray market technology to ensuring that enforcement bodies do their best to stop illicit goods from entering the U.S."

Are you interested in learning more about AGMA's thoughts on the appointment of Victoria Espinel – and what this means to the IT industry? AGMA's executive members, who are made up of high-ranking executives at major technology companies including Hewlett-Packard, IBM, Microsoft, Cisco and more, are available to serve as an expert resource for articles addressing this issue – as well as those of the issues of counterfeit, gray marketing and service and warranty abuse. Let me know if you would like more information and if your schedule permits a telebriefing.

Regards,

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