

**REMARKS BY
SECRETARY DONALD L. EVANS
TO THE PRESS CONFERENCE ON INTELLECTUAL PROPERTY
THEFT AND TRADE IN FAKES
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(Text As Prepared for Delivery)**

Good afternoon. We're here to announce a comprehensive Administration initiative that will protect American innovation by halting the trade in fake goods.

We've been pushing the door closed on fakes for three years and today we're slamming it shut. Today's STOP initiative allows us to leverage our experience to better protect America's intellectual property.

STOP is a unified approach: Four agencies working together, more aggressively, more creatively, and more efficiently. We will:

Empower small businesses to secure and enforce their rights.

Stop Trade in Fakes at America's borders.

Raise the stakes for international IPR thieves.

Work closely with the private sector to keep fakes out of global supply chains.

Dismantle criminal enterprises that steal intellectual property.

Reach out to our trading partners and build an international coalition to block bogus goods.

Why now? We've recognized that we need to take IPR protection to the next level. And STOP is the weapon that will get us there.

We are elevating our cooperation between the federal government, the private sector, and many of our trading partners in an aggressive, unified effort against piracy and IPR theft.

You'll soon hear from Attorney General Ashcroft and Ambassador Zoellick who will offer added details on STOP and outline how this effort will boost international cooperation and tighten existing law.

Under Secretary Hutchinson will discuss the ways this initiative can help crack down on phony goods at the border.

This Administration has a strong record fighting fakes. We've pushed China to toughen their intellectual property laws and stiffen penalties.

We've negotiated world-class IPR standards in our free trade agreements.

We've held over 290 technical assistance projects around the world to help our

trading partners to crack down on fake goods.

But we can do more.

As much as seven percent of the goods in the global marketplace are phony. This costs American companies billions of dollars and undermines our economy.

Zippo, the Pennsylvania lighter manufacturer, told us a flood of Chinese counterfeit lighters was hurting their business and costing jobs—one job for every 20,000 counterfeit lighters.

Industry estimates tell us that piracy costs tens of thousand of jobs.

STOP gives us new tools to fight the fakes and enlists the private sector into the battle.

We've taken the IPR threat seriously at Commerce and we've fought the problems with fresh approaches.

We created an enforcement unit at the Patent and Trademark Office to help foreign countries get serious about police and protect property rights

We placed the first full time IPR attaché on the ground in China to make sure that China keeps its commitments on IPR.

And we built an Investigations and Compliance Unit to chase down IPR cheats around the world and hold our trading partners to account. And we're going to do more.

Under the STOP initiative, Commerce is upping the ante.

First, we've created a single IPR hotline. Businesses can now go to one place to learn how to protect their IPR overseas or to file a complaint. Let me give out that toll-free number now.

It's: 1-866-999-HALT (4258).

Second, we'll help small and medium size businesses by providing readily accessible information on how to protect their IPR at home and abroad. Companies need to know that, unless they're properly registered, they're not protected.

In addition, the PTO is building a bridge between companies and US Customs to block bogus goods at the border.

And third, we'll be working with the private sector to develop a voluntary "No Trade in Fakes" program, to help companies keep their supply chains free from fakes.

As part of this program, we're challenging business to develop management guidelines and practices that will keep fakes out of their supply, distribution and retail networks.

Many of the best ideas in STOP flowed out of our discussions with Members of Congress and people working in the private sector.

As we ramp-up the STOP initiative, you can be confident that we'll keep those channels of communication open.

We'll continue knocking down the barriers to effective enforcement. Our goal is to ensure that the talents, the innovations, and the creativity of America's brightest minds are protected from theft and piracy.