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Chamber Joins Coalition Urging Protection of Job-Creating Intellectual Property to Meet Global Challenges *IDEA Will Promote IP Rights as Vital Incentive for Innovation and Jobs*

WASHINGTON, D.C.—The U.S. Chamber of Commerce today joined industry leaders in launching the Innovation, Development and Employment Alliance (IDEA). The coalition will work with Congress, the administration and international stakeholders to safeguard intellectual property (IP) rights that encourage research and development investments, create jobs, spur economic growth, and will lead to technological solutions for reducing carbon emissions and meeting the world’s health care needs.

“Strong intellectual property rights are essential for developing cutting edge innovation that will help solve global problems and lead to recession-beating economic growth and job creation,” said David Hirschmann, president and CEO of the Chamber’s Global Intellectual Property Center. “IDEA’s first order of business is to ensure Congress and the administration promote innovation and jobs policies that protect IP-based incentives in all sectors that rely on them.”

At today’s roundtable in Washington’s National Press Club, IDEA representatives from small, medium and large companies highlighted steps Congress, the administration and international institutions must take to protect incentives for innovation. Emphasizing the 18 million jobs in America’s IP-intensive industries, participants noted the importance of working with other stakeholders committed to job creation in research-intensive sectors, including energy, environmental, pharmaceutical, medical device, computers and information technology.

“Innovative projects like those in GE’s Ecomagination initiative prove that new energy technologies help fuel economic growth, create a new generation of green collar jobs and help us be responsible environmental stewards,” said Carl Horton, chief intellectual property counsel of General Electric, an IDEA member. “Technology has to be part of any climate change policy, and strong IP rights will help spur the development and fair transfer of clean energy technologies.”

The Innovation, Development and Employment Alliance (IDEA) is a coalition committed to championing the role of innovation in driving job creation and developing breakthrough solutions to global challenges. Our goal: work to bring industry, labor,

consumer and environmental groups together to address these challenges, which include health care, renewable energy and climate change.

The Chamber's Global Intellectual Property Center is working around the world to champion IP as vital to creating jobs, saving lives, advancing global economic growth and generating breakthrough solutions to global challenges. The U.S. Chamber of Commerce is the world's largest business federation representing more than 3 million businesses and organizations of every size, sector and region.

www.uschamber.com

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