

## THE PROTECT IP ACT: What You Need to Know

Right now, the U.S. Senate is considering legislation that could make a real difference in the fight against content theft.

### **But we must act now to make sure that it becomes law.**

The legislation, called the PROTECT IP [Intellectual Property] Act of 2011, would authorize the U.S. Department of Justice to go after foreign websites that are dedicated to illegal distribution of stolen movies and TV – often called “rogue sites” – where these sites are directed at United States consumers. The House of Representatives is also working on legislation to fight these rogue sites.

PROTECT IP is an important step toward protecting the jobs and creativity of the more than 2 million Americans who work in film and TV.

### **Rogue sites pose a serious and growing threat to our community.**

These rogue sites, operated by foreign content thieves, are highly sophisticated and designed to look legitimate – they show up in Google searches, accept major credit cards, and feature advertising from reputable companies. The appearance of legitimacy lures unsuspecting Americans into providing personal information, exposing them to identity and credit card theft. And their number grows every day.

### **What you can do:**

- Log on to CreativeAmerica.org and sign up to stay informed on this bill, on other legislation aimed at content theft, and on content theft and what it means to you. We're in this for the long haul, not just for this bill.
- At CreativeAmerica.org, send a letter to your senators, urging them to vote “yes” on PROTECT IP.
- Spread the word to your friends, colleagues and co-workers and urge them to do the same.
- Get the word out on Twitter and Facebook feeds, blogs and through email.

## **DID YOU KNOW?**

- ↓ U.S. Immigration and Customs Enforcement (ICE), within the Department of Homeland Security, is the primary entity within the U.S. government focused now on seizing domain names of (and thus disabling) websites trafficking illegally in stolen content, especially movies and TV.
- ↓ However, ICE cannot currently reach sites trafficking in stolen content that are hosted or reside on domains outside the United States.
- ↓ The PROTECT IP Act would authorize the U.S. Department of Justice to commence an action against a foreign site directed at the United States and obtain a court order that the site is dedicated to trafficking illegally in stolen content.
- ↓ Once this order is obtained, the court will issue orders directing third parties in the U.S. (ISPs, search engines, payment processors and advertisers) to stop supporting the foreign rogue sites in the U.S. The bill also allows private parties, including content owners, to obtain court orders directing payment processors and advertisers to discontinue their support for these foreign sites in the U.S.