

## Arnold Schwarzenegger and Jackie Chan Join Hands with IPD to Fight Piracy

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The Intellectual Property Department (IPD) has joint hands with the California Commission for Jobs and Economic Growth (CAJOBS) to fight piracy and to promote the respect of intellectual property rights (IPRs).

The effort is featured in a new TV Announcement in the Public Interest (API) which was launched today (November 18) at a luncheon organised by the Hong Kong General Chamber of Commerce (HKGCC) and the American Chamber of Commerce in Hong Kong (AmCham) in co-operation with the IPD and the CAJOBS.

Featuring the Honorable Arnold Schwarzenegger, Governor of the State of California, the United States of America and movie star Mr Jackie Chan, the API was shot in California in September 2005.

Speaking at the luncheon, the Director of Intellectual Property, Mr. Stephen Selby, said that the protection of intellectual property rights was an issue of global concern.

“This API is the result of co-operation between Hong Kong and the US. It shows a strong determination to fight against piracy. Apart from effective enforcement measures to combat piracy and counterfeiting, a soft-sell approach like this API is an additional measure to bring this message to the public.

“We are so glad that the California Governor Arnold Schwarzenegger and Jackie Chan have agreed to feature in the API. Their contribution was made without a fee. We believe that the impact of this API will be phenomenal,” Mr Selby said.

“Stamping out piracy is good for trade, good for our economies and good for consumers,” said Governor Arnold Schwarzenegger. “The illegal duplication and marketing of all sorts of products, from medical equipment to DVDs, is stealing from the workers who design and manufacture the real goods, harming the consumers who purchase the fakes and hindering job growth.”

“Speaking as a business owner, I can tell you that pirating of intellectual property is no different than a thief walking into your store and stealing your merchandise,” said Warren Hellman, co-chairman of the California

Commission for Jobs and Economic Growth. “I congratulate Governor Schwarzenegger, the Hong Kong SAR Intellectual Property Department and Jackie Chan for taking on this illegal and immoral practice.”

The API, which was released today, was directed by Jonathan Mostow, the director of the movie “Terminator 3 – Rise of the Machines”. It is being shown on local & regional TV stations and on buses.

Arnold Schwarzenegger, Governor of the State of California, was elected California State’s 38<sup>th</sup> governor in 2003.

Governor Schwarzenegger is visiting China and Hong Kong from November 14 - 19, 2005 on behalf of California business to promote California goods and services and obtain direct foreign investment for California. He will also highlight the importance of intellectual property rights enforcement when he is in China and Hong Kong.

The California Commission for Jobs and Economic Growth is a member-supported California nonprofit corporation that works to attract and retain employers and jobs in California and to market the state across the country and around the world as a place to do business, visit, invest and buy products and services.

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(From left) The Director of Intellectual Property, Mr Stephen Selby, joining the Governor of the State of California, the United States of America, the Honorable Arnold Schwarzenegger, movie star Mr Jackie Chan and the co-chairman of the California Commission for Jobs and Economic Growth, Mr Warren Hellman, officiated at the launching ceremony of the new TV Announcement in the Public Interest (API) to fight piracy and to promote the respect of intellectual property rights today (November 18).

The new API features the Governor of the State of California, the United States of America, the Honorable Arnold Schwarzenegger and movie star Mr Jackie Chan.