



For Immediate Release  
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## **California Businesses Come Together to Form a Coalition to Fight I.T. Theft** *Anti-piracy Advocates Announce the Protect California Jobs and Innovation Coalition*

(Los Angeles, California)—A broad coalition of local businesses, software manufacturers, and high-tech companies joined together at a press conference in Los Angeles to form **Protect California Jobs & Innovation**, a coalition to raise awareness about unfair competition and lost jobs arising from rampant illegal information technology and intellectual property theft. Information technology (IT) damages California by stealing jobs and hurting the economy.

“Using stolen information technology to cut corners hurts law-abiding California businesses, manufacturers and innovators,” said Stuart Waldman of the Valley Industry Commerce Association. “Stolen I.T. costs California jobs, sales and market share, as well as lost tax revenue.”

The initial coalition members included the Valley Industry and Commerce Association, Orange County Business Council, Santa Ana Chamber of Commerce, Greater Stockton Chamber of Commerce, Microsoft, AIMS/Focal Technology Solutions LLC, IAMCP-Southern California, Association for Competitive Technology, and more than two dozen businesses, organizations and individuals from around California.

“This coalition is committed to increasing awareness of the fact that stealing I.T. equals stealing jobs,” said coalition spokesman Roger Salazar.

“Stealing I.T. creates an unfair competitive advantage,” said Shahin Kohan of the Los Angeles-based AIMS/Focal Technology Solutions LLC. “California companies have a right and responsibility to fight piracy. It’s one of the reasons I don’t sell my software in places like China – because I know the first piece of software I sell there will be my last.”

As pressure to produce the cheapest goods to attract customers in an increasingly globalized economy, has thrown companies into cost cutting frenzy that often includes purchasing unlicensed, pirated software from overseas manufacturers.

This tactic has become increasingly commonplace. A 2010 study by the Business Software Alliance reported that roughly 42 percent of the software used throughout the world was stolen—with an estimated commercial value of almost \$60 billion.<sup>1</sup>

Often, software companies in other countries purchase a single software license and then illegally copy the technology rather than purchase the appropriate licenses. Companies that use illegal IT products may have access to the most sophisticated software and computer systems produced in the U.S.—namely by California—at little or no cost.

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<sup>1</sup> *Eighth Annual BSA Global Piracy Study*, Business Software Alliance, May 2011, accessed 11 June 2011  
<[http://portal.bsa.org/globalpiracy2010/downloads/study\\_pdf/2010\\_BSA\\_Piracy\\_Study-Standard.pdf](http://portal.bsa.org/globalpiracy2010/downloads/study_pdf/2010_BSA_Piracy_Study-Standard.pdf)>.

**STEALING I.T. = STEALING JOBS**

[www.facebook.com/StopPiracyProtectJobs](http://www.facebook.com/StopPiracyProtectJobs)

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These savings allow companies to reduce their production costs and sell their products on the U.S. market at artificially low prices. California businesses that lawfully acquire their IT products simply cannot compete.

I.T. theft creates an unfair market for California's software manufacturers and costs the state thousands of jobs. Over the past decade, California has lost almost 400,000 manufacturing and IT jobs to developing countries<sup>2</sup>—where piracy rates are as high as 80 percent.<sup>3</sup>

Businesses that play by the rules and use only fully-licensed software suffer lost sales and jobs because they are forced to compete with companies that use stolen software and IT products try to gain a competitive edge.

California's information technology and intellectual property industries are essential to California's economic recovery and as such, a solution is needed to remedy competitive injury from unfair practices.

**Protect California Jobs & Innovation** is committed to helping craft an effective solution. For more information, visit [www.facebook.com/StopPiracyProtectJobs](http://www.facebook.com/StopPiracyProtectJobs).

The initial members of Protect California Jobs & Innovation are:

Valley Industry & Commerce Association (VICA)  
Association for Competitive Technology (ACT)  
International Association of Microsoft Channel Partners (IAMCP) – Southern California  
Orange County Business Council (OCBC)  
Santa Ana Chamber of Commerce  
The Greater Stockton Chamber of Commerce  
Microsoft Corporation  
AIMS/Focal Technology Solutions LLC  
Trend Micro  
KooDooZ  
PerTel Communications Inc.  
Plantronics  
K2  
6<sup>th</sup> Street Consulting  
Systematica Inc.  
Executrain  
Green Security  
Apex Computer Systems  
Software ONE  
Plantronics  
Ascentium  
Perficient  
Quick Start Intelligence  
Technisource  
Kiefer Consulting  
Ingram Micro

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<sup>2</sup> Robert E. Scott, *Unfair China Trade Costs Local Jobs*, EPI Briefing Paper #260, Economic Policy Institute, 23 May 2011.

<sup>3</sup> *Eighth Annual BSA Global Piracy Study*, Business Software Alliance, May 2011, accessed 11 June 2011  
<[http://portal.bsa.org/globalpiracy2010/downloads/study\\_pdf/2010\\_BSA\\_Piracy\\_Study-Standard.pdf](http://portal.bsa.org/globalpiracy2010/downloads/study_pdf/2010_BSA_Piracy_Study-Standard.pdf)>.

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