

STATEMENT OF DANNY H. MARTI

**Nominee to Serve As
Intellectual Property Enforcement Coordinator**

**UNITED STATES COMMITTEE ON THE JUDICIARY
January 21st, 2015**

Thank you Chairman Grassley, Ranking Member Leahy, and distinguished members of the Committee.

I am honored to have the opportunity to be considered by this Committee as the President's nominee to serve as the Administration's Intellectual Property Enforcement Coordinator (IPEC). I would like to thank the President for his confidence in my ability to serve in this important post, and I thank Victoria Espinel for her remarkable leadership and service during her time as the first IP Enforcement Coordinator.

This opportunity to serve my country is truly humbling. I am a first-generation American, born in Washington, D.C., of Spanish and Chilean parents who came to this country speaking little English. My father, Enrique, chose to leave the seminary in Germany, where he was studying to be a Jesuit priest, so he could teach philosophy and theology at a university in Washington, D.C. My mother, Patricia, has dedicated her life to making sure that my two sisters and I had the chance to follow our educational and professional pursuits, wherever they would lead. Their sacrifices have allowed me to be here before this distinguished Committee today, and for that I am immensely grateful. I would also like to thank my entire family including my daughter, Alyssa, son, Miles, and, especially, my wife, Lauren, for her love and support.

I currently serve as the Managing Partner of the Washington, D.C. office of Kilpatrick, Townsend & Stockton LLP, which has one of the largest IP practices of any general service law firm in the country. I have devoted the entirety of my professional practice to matters concerning intellectual property enforcement. My clients have included companies in the fields of technology; banking; consumer products; entertainment, media, and sports; fashion and luxury goods; hospitality and gaming; and food, beverage and agriculture. Through these client representations, I have developed a deep and broad view of IP rights and policy.

If confirmed, I will work to achieve a thoughtful and strong intellectual property system that encourages innovation, creativity, and fair competition based on the rule of law. An effective intellectual property enforcement strategy must consist of a comprehensive and multifaceted approach to this dynamic issue; one that is well-positioned to anticipate, and respond to, the evolving nature of intellectual property issues. An intellectual property enforcement strategy should, for example, involve: sustained coordination among Federal agencies and enhanced sharing of information, both internally at the Government level but also externally with stakeholders; focused diplomatic efforts, including engagement with trading partners, the use of trade policy tools and IP-related training and capacity building; private sector voluntary best practices to reduce infringement online and in conventional marketplaces; the adoption of technological solutions; consideration of new laws and

regulations to the extent necessary to protect intellectual property; and public awareness, education and outreach.

I also will work to promote our ongoing efforts to protect existing intellectual property from unlawful infringement or use, both at home and abroad. These efforts will involve a broad range of stakeholders, including Congress, Federal agencies, the private sector, and public interest groups. All of these stakeholders, and the views and positions they represent, will be key resources for me in pursuing the goals of my office.

America's great spirit of innovation and creativity has been a primary driver of our economic growth and national competitiveness. Intellectual property-intensive industries represent a substantial portion of our gross domestic product and support millions of jobs. Intellectual property is also critical to our balance of trade: goods from IP-intensive industries account for about 60% of all U.S. merchandise exports, and about 20% of service exports. These figures are a point of national pride, and we must continue to build and invest in an IP system that will continue to promote the growth of the American economy.

Congress—and members of this Committee in particular—had the vision to create the IPEC position in order to elevate the coordination of IP enforcement issues across the United States, and indeed, internationally. In establishing this position in 2008, Congress understood that having a strong leader to coordinate the Federal Government's intellectual property enforcement policies and programs was critical to furthering our global economic competitiveness and supporting workers and industry-at-large against the misappropriation of their creative and innovative contributions. If confirmed, I look forward to building on the successes and momentum of the Office of the IP Enforcement Coordinator. Critical to this effort will be carrying forward the efforts of the U.S. Government's economic, criminal, and national security agencies engaged in intellectual property policy and enforcement.

Thank you again for the opportunity to appear before you and I look forward to answering your questions.