Unauthorized use of copyrighted materials is widespread and has been facilitated by technological advances. Copyright piracy has been reduced by the actions of the United States Trade Representative, the Association of American Publishers, and the International Intellectual Property Alliance. A number of successful antipiracy activities are reviewed, along with areas where problems continue.

The arguments against unauthorized use of intellectual property are all well known: when the basic right to exploit one’s work is eroded through various forms of intentional or unintentional theft of intellectual property, authors, the original creators, get little or no reward for their efforts and often no recognition. Publishers, who invest their time and resources in editing, publishing, and marketing the work, receive a reduced return or no return at all on that investment. Ultimately this lack of incentive and results may discourage authors from writing and divert resources away from publishing. At best it will weaken the publishing industries in countries where protection from such practices is inadequate and flimsy.

Unauthorized use of our materials is happening in many forms, at all times, and in every country in the world. It ranges from copying a journal article for circulation to employees in a corporation, to using chapters in a book as part of lecture notes by a professor, to full-fledged reproduction of a book by copy shops for sale to customers. And, of course, to the commercial piracy of books as reprints or unauthorized translations printed in regular print runs and sold for gain in thousands of copies.

Advances in technology have made such unauthorized uses easier over the years. Reprography mushroomed through the unexpectedly rapid spread of copiers in offices and schools; databases and direct access to them through computer networks now make it possible to print out journal articles at home or in an institution without ever going to a library; and even if one goes to a library there now are handheld scanners that can record whole pages in their memories which can then be reprinted through a personal computer. The more costly optical character recognition scanners will record the individual characters, allowing the text to be manipulated once the information is fed into the computer.

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Publishers are keeping a continuous watch on these developments, and we try to influence our government to make sure that legislation to protect our copyright keeps pace with these advances. Katerina Czarnecki has outlined very ably the history of the International Intellectual Property Alliance, and how cooperation between various intellectual property industry groups was able to sensitize the American authorities to the ever-increasing losses due to unauthorized reproduction abroad of their property.

The government’s awareness of the increasing impact this was beginning to have on international trade led directly to its consideration of intellectual property violations as a matter of first priority in all international trade negotiations. This coincided with the creation of a new U.S. cabinet post, that of United States Trade Representative. Now we had a government department directly concerned with international trade, and people within that department who were eager to find solutions to what they correctly perceived as unfair trade practices. That combination of circumstances contributed to the reduction—even if not yet complete elimination—of the theft of authors’ work in a number of countries.

I’d like to mention several practical ways in which the Association of American Publishers and the International Intellectual Property Alliance have proceeded in some specific cases. Domestically, the principle of copyright persisting in the work has been established practically by the agreement of many large corporations to pay for those copies through the Copyright Clearance Center. The creation of a workable mechanism to regulate such payments was paramount here, as is the continuing proselytizing among corporations to get them to adhere to these rules.

AAP has successfully sued Kinko’s, a chain of copy shops well established in the United States, which had been copying articles and book chapters commercially. The suit has changed the practices of copy shops, which now request permission for reprinting, and has led to experiments with mechanisms to streamline this process.

Six years ago a number of medical texts reprinted illegally in Korea and selling for a fraction of the original price appeared on the West Coast of the United States. Williams and Wilkins immediately sued the importer and managed to stop a dangerous precedent from establishing itself. Korea had always been a sore point with us. It had been reprinting and translating western books for years without authorization, and without payment of any kind to the original publishers and authors. Korea’s standard of living increased with its development into an industrial power. But sales of books to that country were very few, and sales of licenses nil. And yet when we went there, and looked in the very attractive Kyobo international bookstore in downtown Seoul, we saw piles of our titles on display—sometimes two or three editions of the same book, each printed by a different pirate! There was in fact a booming market for our books, and the pirate publishers printing them rapidly became millionaires. There was no protection for foreign authors under Korean law, and the