

FOR IMMEDIATE RELEASE

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IIPA Announces Appointment of Pete Mehravari as the Director of Policy and Legal Affairs

Washington — The International Intellectual Property Alliance® (IIPA®) today announced the appointment of Pete Mehravari as the Director of Policy and Legal Affairs.

Kevin Rosenbaum, IIPA's Executive Director, said, "Pete has been a trusted intellectual property champion with the U.S. government for over a decade, and I am thrilled he is now bringing his international IP policy experience, enthusiasm, and results-based advocacy to IIPA and its members. I look forward to working with him to improve international copyright protection and enforcement and otherwise open foreign markets for the U.S. creative industries."

"I am truly excited to be in an impact-driven role where I can use my legal, policy, and diplomatic expertise to be the strongest advocate for American creators and the millions of workers the U.S. copyright industry employs," said Pete.

Mr. Mehravari comes to IIPA after leading the U.S. Patent and Trademark Office's (USPTO) Global Intellectual Property Academy (GIPA). Prior to GIPA, Mr. Mehravari served overseas as the U.S. Intellectual Property Attaché, a senior U.S. diplomatic role, for the Middle East and North Africa from 2017 through 2022. Mr. Mehravari's deep expertise advising government leaders and a wide range of U.S. companies on international IP matters makes him an ideal advocate for the U.S. creative industry as a policy leader on IIPA's team. In 2006, Pete graduated with a Bachelor of Science in Electrical Engineering from the Georgia Institute of Technology, followed by a 2010 Juris Doctor from Atlanta's John Marshall Law School.

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About the IIPA: IIPA is a private sector coalition, originally formed in 1984, of trade associations representing U.S. copyright-based industries working to improve copyright protection and enforcement abroad and to open foreign markets closed by piracy and other market access barriers. IIPA represents producers and publishers of creative content on copyright, international trade policy, and similar issues. Members of the IIPA include Association of American Publishers (www.publishers.org), Entertainment Software Association (www.theesa.com), Independent Film & Television Alliance (www.ifta-online.org), Motion Picture Association (www.motionpictures.org), and Recording Industry Association of America (www.riaa.com). Collectively, IIPA's five member associations represent over 3,200 U.S. companies producing and distributing copyrightable content. The materials produced and/or distributed by IIPA-member companies include: video games for consoles, handheld devices, personal computers, and online; motion pictures and television programming distributed in all formats (including cinema, television, online, mobile, DVD, etc.); music recorded in all formats (from digital files to CDs and vinyl) for streaming and other online services, as well as broadcasting, public performance, and synchronization in audiovisual materials; and fiction and non-fiction books, educational, instructional and assessment materials, and professional and scholarly journals, and databases.