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## **NEW GROUP FORMS TO PROTECT SOFTWARE COPYRIGHTS**

NEW YORK — Concerned about the increasing problem of software piracy, a group of embroidery software and design manufacturers has formed the Embroidery Software Protection Coalition (ESPC).

The ESPC's purpose is to defend the integrity and quality of embroidery products by promoting copyright compliance. The ESPC will achieve its goal through educating consumers on copyright laws and monitoring copyright activity. Current members of the ESPC include Amazing Designs, Baby Lock, Bernina, Brother, Buzz Tools, Cactus Punch, Elna, Great Notions, Husqvarna, Janome, OESD, Pfaff, Singer, Tacony and Viking.

The illegal bootlegging of computer software costs businesses and consumers billions of dollars each year. The establishment of the internet has made it even easier to illegally share copyrighted information. To compensate for losses caused from piracy, manufacturers must increase prices, which ultimately are passed along to consumers. Additionally, the development of new innovations is often slowed for fear of illegal piracy.

Some consumers copy software to share with their friends and family without realizing that it constitutes illegal activity. In some instances even making a second copy for themselves can be against the law. We want to educate our consumers so they don't inadvertently violate the law.

Through the creation of information tools and public service campaigns, the ESPC plans to educate embroidery software users on what constitutes copyright violations and its potential legal consequences. The ESPC has also established both a toll-free number and a website to help answer questions regarding copyright information.

Consumers who use embroidery software are encouraged to check the packaging that came with the software, call the software manufacturer, or visit the manufacturer's website to gain specific information on the copyright rules that pertain to the software they own.

For more information, contact the Embroidery Software Protection Coalition at 888-921-5732 or [www.embroideryprotection.org](http://www.embroideryprotection.org)