



The Brand Equity Protection Company™

For Immediate Release

**S. G. Hart & Associates
Welcomes NIPLECC Provisions in the Consolidated Appropriation Act of 2005.**

Ridgefield, Conn., (December 20, 2004) – S. G. Hart & Associates, LLC, The Brand Equity Protection Company™, commends The President of the United States George W. Bush for his leadership in creating a National Intellectual Property Law Enforcement Coordination Council Coordinator as part of the Consolidated Appropriation Act of 2005.

On December 8, 2004, President Bush authorized and signed into law spending for “the necessary expenses of the National Intellectual Property Law Enforcement Coordination Council (NIPLECC) to coordinate domestic and international intellectual property protection.” As part of this appropriation, the President authorized the establishment of a national coordinator of the NIPLECC to be appointed by the President. The NIPLECC coordinator shall establish policies, objectives and priorities concerning international intellectual property (IP) protection and law enforcement; put forth a strategy for the protection of American intellectual property overseas; and coordinate and oversee the implementation of agencies for IP protection and IP law enforcement. The Council, formerly headed by two co-chairs, was formed when President William J. Clinton signed into law the Treasury/Postal Appropriations Bill, Public Law No. 106-58 on September 29, 1999.

Speaking about the newly created position for the council, Stanley G. Hart, President & CEO of S. G. Hart & Associates remarked, “having a central figure responsible for coordinating IP protection is a clear sign of the administration’s willingness to support American businesses in the fight against unfair competition from intellectual property thieves.” Hart continued, “intellectual property theft is felt by many industries and is costing each of the effected industries billions in lost revenue each and every year. S. G. Hart & Associates is helping firms within these industries by providing strategic supply chain security consulting with an unparalleled commitment to protecting the integrity of a firm’s most valuable asset - its brand - from counterfeiting, diversion, theft and tampering.”



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About S. G. Hart & Associates, LLC

S. G. Hart & Associates, The Brand Equity Protection Company™, is based in Ridgefield, Connecticut, USA. S. G. Hart & Associates is a supply chain security consulting company. The group helps global firms realize their full brand equity potential by supporting them in the development and implementation of strategies that protect their global supply chains from disruptions caused by product diversion, counterfeiting, theft and product tampering.

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