



STAN MCCOY APPOINTED SENIOR VICE PRESIDENT AND POLICY DIRECTOR FOR THE MOTION PICTURE ASSOCIATION

Brussels – 2 April 2014: Chris Marcich, President and Managing Director for the Motion Picture Association (MPA) announced today that Stanford McCoy is joining MPA Europe, Middle East and Africa as Senior Vice President and Regional Policy Director.

McCoy will provide strategic policy advice on copyright-related matters, focusing in particular on bringing about more responsibility on the Internet while ensuring that copyright continues to respond to the opportunities and challenges of the digital world. He will assist MPA in promoting greater respect for creativity, and innovative approaches to online content protection, and will oversee MPA's efforts to work cooperatively with stakeholders across the region.

"Stan is one of the leading experts in intellectual property and innovation," said Marcich. "We are in the midst of sustained efforts to critically review copyright and intellectual property protection that has been the cornerstone of the global film industry. Having someone with Stan's knowledge and expertise join the Brussels team at such a crucial time is a privilege."

"I am delighted to be joining an industry and an organization of inspired and dynamic people," said McCoy. "I look forward to working with the team at MPA and a diverse group of stakeholders to help grow a healthy policy climate for the people who make films and the people who watch them."

Prior to joining the MPA, McCoy served as Assistant U.S. Trade Representative for Intellectual Property and Innovation in the Office of the U.S. Trade Representative. Before joining USTR, he worked at the law firm Covington & Burling in both Brussels and Washington D.C., where he focused particularly on international intellectual property enforcement and international trade law.

McCoy graduated from DePauw University and the University of Virginia School of Law.

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