

# STOP BAD PATENTS: CAMPAIGN UPDATE

The Internet Association, in collaboration with the National Retail Federation, the National Restaurant Association and the Food Marketing Institute, launched a national radio and print ad campaign on Friday, August 30 targeting key Congressional members on the Judiciary Committee and in Leadership, urging them to take action on patent reform. This broad coalition representing a variety of industries shows that the issue of patent trolls is affecting businesses of all types and all sizes.

The ad campaign launch resulted in extensive media coverage in top media outlets nationwide including NPR's "All Things Considered," U.S. News & World Report, POLITICO, The Hill, BBC, and Ars Technica, among many others.

**View the print and radio ads here:**

[Print Ad](#)

[Radio Ad](#)



## Radio Impressions: "Nightmare" Radio Ad

|                          |                          |
|--------------------------|--------------------------|
| Connecticut - 2,277,000  | Ohio - 2,312,000         |
| Delaware - 1,049,000     | Iowa - 1,719,000         |
| Illinois - 10,451,000    | Texas - 4,570,000        |
| Minnesota - 3,778,000    | Kentucky - 1,296,000     |
| Nevada - 2,289,000       | Alabama - 2,550,000      |
| Virginia - 2,347,000     | South Dakota - 746,000   |
| Utah - 1,684,000         | Vermont - 659,000        |
| South Carolina - 875,000 | Rhode Island - 1,186,000 |

## Print Impressions: Full Page Color Patent Troll Print Ad

|                                    |                                |
|------------------------------------|--------------------------------|
| Hartford Courant - 185,757         | Roanoke Times - 106,000        |
| News Journal - 131,796             | Des Moines Register - 201,700  |
| Minneapolis Star Tribune - 585,151 | Courier-Journal - 224,420      |
| Richmond Times-Dispatch - 153,446  | Burlington Free Press - 42,679 |
| Salt Lake Tribune - 135,550        |                                |





## TAKING THE BATTLE AGAINST PATENT TROLLS TO THE PUBLIC

"Both Democrats and Republicans agree it's a problem — a rare case of harmony in Washington. The trade associations hope that by putting a little spotlight on it, the two parties might feel pressure to actually do something."



## ANTI-PATENT TROLL ADS LAUNCH ON RADIO AND IN PRINT IN 15 STATES

The Internet Association has teamed up with the biggest trade groups representing restaurants, supermarkets, and retailers to launch a new ad campaign in print and radio outlets. The new campaign isn't tech-centric at all, and it emphasizes how trolls hurt "Main Street"-type businesses."

## POLITICO

"National Internet, Restaurant, Retail and Grocer Associations Launch Ad Campaign Calling on Congress to Stop Patent Trolls"

## THE HILL

### INDUSTRY AD CAMPAIGN TARGETS 'PATENT TROLLS'

"The patent trolls have been a victim of their own success," Beckerman said. "They just got so greedy that they couldn't just deal with the billions of dollars they were extorting out of certain companies, they had to go after the whole economy."



## INTERNET ASSOCIATION'S MICHAEL BECKERMAN ON "MORNINGS WITH RAY DUNAWAY"

"We have seen cases with online shopping carts, to electronic scanning and emailing, to accepting job applications online, and online store locators, almost anything that you do online or these kinds of services there is a patent troll out there that is in a position to threaten businesses to shake them down on extortion," said Michael Beckerman, President & CEO, The Internet Association.



## TRADE GROUPS WAGE WAR ON PATENT TROLLS

"A print and radio advertising campaign launched recently in Ohio seeks to raise public awareness about the costly problem of frivolous patent litigation and urges residents to demand action from federal lawmakers to address it."



## IS THIS THE TWILIGHT OF THE PATENT TROLLS?

"As the patent troll problem was growing, few civilians cared much. It was some wonky business dispute involving impossible-to-understand technology. And while the trolls were siphoning vast amounts of wealth out of the economy -- wealth that could have been directed toward worthy pursuits, like actual innovation, or hiring people -- that wasn't enough to get the general public exercised. But when you take on people's Big Macs, they're going to take notice."



## ANTI-PATENT TROLL CAMPAIGN TARGETS VERMONT

"The Internet Association's Beckerman praised Leahy's leadership and "clout" in the Senate and said Leahy has indicated his support for continued anti-trolling patent reforms. Beckerman is hoping that, with Leahy's help, Vermont's traction on fighting patent trolls will translate to the federal level."

