

## New Opportunities for the Business Software Alliance

By Brian Von Hatten

The Business Software Alliance (“BSA”) commented on a White House announcement indicating its intent to negotiate a new trade agreement with the European Union. The [press release](#) quoted former BSA CEO Robert Holleyman as saying “It is also encouraging that the goals include expanding access to government procurement markets and state-owned enterprises, and affirming the shared US-EU objective of high-level IPR protection and enforcement.”

It makes sense that the BSA’s policy is to support endeavors which will aid its enforcement efforts. It remains to be seen what any future agreement may say about intellectual property right protection and increased enforcement, however one thing is clear—those whose operations exist in both the US and EU should scrutinize software license entitlements and their environments to ensure compliance.



About the author Brian Von Hatten:

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