



TAA Council Resolution on Textbook Counterfeiting

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Whereas the Textbook & Academic Authors Association's (TAA's) mission is to support authors in the creation of top-quality educational and scholarly works that stimulate the love of learning and foster the pursuit of knowledge; and

Whereas authors share a common goal with academic and textbook publishers of providing innovative and current educational resources to students; and

Whereas this work is undertaken at considerable cost in time and other resources, and requires deep expertise in order to be effective; and

Whereas appropriate compensation for the work of textbook publishing is essential to ensure that both publishers and authors can continue to deliver excellent educational resources; and

Whereas TAA has learned of an extensive counterfeiting problem currently affecting the textbook marketplace and causing substantial losses of revenue for publishers and of royalties for authors and driving up the price of textbooks; therefore,

Be It Resolved that TAA shares the concerns of publishers about the counterfeiting issue and supports a variety of actions to combat it, including efforts

- to educate the public about the problem, and broaden understanding of the negative ramifications of using counterfeit products, which include illegal substitution of inferior quality copies for authentic copies and the unfair diminishment of income for publishers and authors;
- to help distributors and booksellers with identifying counterfeits more effectively and to develop a practice and an expectation that distributors and booksellers will strive to identify and remove counterfeit products *prior* to their introduction into the marketplace;
- to enforce existing laws against the violation of copyrights and trademark rights resulting from the dissemination of counterfeit works; and
- specifically endorses the recent efforts of Cengage Learning, Inc., McGraw-Hill Global Education Holdings, LLC, and Pearson Education, Inc. to pursue through litigation their respective claims against those college textbook distributors and resellers that engage willfully or recklessly in the purchase and resale of counterfeit textbooks.