



# NEWS

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## Plain Packaging Doesn't Work

*Violates Intellectual Property Rights, Harms Consumers*

WASHINGTON, D.C.-The Property Rights Alliance (PRA) submitted comments in response to the Australian Government's request for submissions regarding proposed plain packaging regulations on tobacco products. In the submission, PRA notes such a regulation would have no effect on smoking levels, infringe on a company's intellectual property rights, be a violation of several international trade agreements, and would put consumers at higher risk of being misled by counterfeit products.

In the comments, Kelsey Zahourek, executive director of the Property Rights Alliance, noted that:

**“By denying tobacco companies their right to use their trademark to identify their product, the proposed legislation strikes at the very core principles of corporate identity and consumer information that the Australian economy is based upon. As such, it not only violates the legal rights of the companies affected, but furthermore sets a very dangerous principle for the future of a government unwilling to respect intellectual property rights.”**

Property Rights Alliance (PRA) stands as an advocacy organization dedicated to the protection of physical and intellectual property rights. PRA is a special project of Americans for Tax Reform.

For more information or to arrange an interview, please contact Kelsey Zahourek at (202) 785-0266 or at [kzahourek@propertyrightsalliance.org](mailto:kzahourek@propertyrightsalliance.org).

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