

M. Luisa Simpson
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Lui Simpson joined the Association of American Publishers (AAP) in August 2009 as Executive Director for International Copyright Enforcement and Trade Policy. She manages the association's enforcement program in key Asian markets, the association's engagement with U.S. and foreign governments on copyright, technology, and international trade policy issues, and provides analysis and guidance for the association and members on a variety of policy initiatives. Ms. Simpson also serves as AAP's representative to several industry coalitions in pursuing common copyright and trade concerns.

Prior to joining AAP, Ms. Simpson was Senior Counsel for Intellectual Property Policy at the Entertainment Software Association, where she was responsible for developing and guiding the video game industry association's work in the area of copyright and international trade policy. She formulated and developed the industry's positions and submissions to U.S. and foreign governments on a variety of copyright and trade-related issues, and developed the industry's Statement of Principles on ISP Responsibility.

Ms. Simpson holds a Bachelor of Laws (LL.B) degree from the University of the Philippines College of Law and a Master of Laws (LL.M) degree in International and Comparative Law from Temple University Beasley School of Law.