

FINAL VICTORY AGAINST UNLICENSED IDEAS!

PATENTS FOR PROGRESS AND FREEDOM!!

Ten reasons why you, an MEP, must vote for software patents and end the unlicensed trade in software, ideas, and computer-implemented cooking recipes now!

Protect Our Industry

We, the big IT industry cannot be expected to compete with ferocious young firms. Small flexible firms, often just a handful of people, innovate relentlessly and without fair consideration for our handicaps of slowness, inflexibility, and – we're the first to admit it - sheer stupidity and greed. It's not our fault we can't make anything new, and it's unfair to penalise us for this in the market. Software patents are essential if we're to survive and in the name of equal opportunity, we demand them!

Drive Innovation

Finding new things to patent is tremendously hard work. There are so many ideas out there, developed by scruffy hippies with nothing better to do all day or night than sit behind a computer screen. The hippies don't know what to do with their stuff. They even give it away, something we all agree goes against basic business principles. Someone must patent all the things the hippies make, and we work hard at this essential and thankless job. With your help, it'll be much easier to put those ideas where they belong, namely in a patent. Think of the Children!

Assure Investment

We feel much safer entering a new market knowing that the startups can't beat us. We can charge more, and we don't have to think about the hard things like service, quality, and customer satisfaction. Without software patents, how can we reasonably invest in new markets where we're not guaranteed a monopoly? And if we're not going to invest, who will create the new markets? Think of 3G and WAP and what a success we made of that!

Don't Think!

Software patents can be confusing. People use such long words. But really it's simple: we need software patents to crush competition from the small firms that whip our pants every time there's a fair fight. Software patents are the steel in our gloves, the kick between the legs, the stab in the back for small industry. These fly-by-night rabble think only of working hard and paying taxes and creating local jobs. It is high-time to wipe out these degenerate free-thinking scum, and with your help, we will succeed.

Generate Wealth

Software patents are, really, a source of great wealth. It's like the arms industry. History demonstrates that nothing encourages investment and growth like a good, messy, and devastating war. Consider: every home that is blown up must be rebuilt! Every bridge and factory demolished by a missile makes way for new, more efficient infrastructure. Every small firm blown up by a fraudulent patent claim must be reconstructed! This makes perfect sense, especially for our friends in the EPO who are selling the weapons.

Building the Future

We must build our future. Europe does not need to be a technological giant with many small, untidy, chaotic firms. We're sure that Asia will invent enough gadgets for us all. Rather, we should become the intellectual property lawyers of the world. True, the US has 15 years' head-start, but we have shown with the progress of this Directive that we can be as devious and twisted as the best of them. We believe the world should hand-over its Intellectual Property to people like us so that we can license it back to them. Why stop with software? We should patent everything ever created or thought. It's a natural and obvious route to prosperity!

End Poverty

We feel that there is a lot of money involved in software patents. A lot. Really, we mean a lot. So much money it makes our heads spin. Swimming pools, houses on the Riviera, entire golf courses of money! And if you don't believe it, just ask us! We're happy, eager even, within the limits of permissible gifts and untraceable donations, to demonstrate our generosity.

Global Standards

America has led the way in crushing smaller competitors: they are world leaders at it and they rightly worship companies like Microsoft that we in Europe foolishly condemn as "monopolists". Such genius! Such brutality! Such contributors to global progress! The truth is, crushing small companies is good for the soul and we recommend our members to crush at least one before breakfast. But we think software patents will make it much easier and cheaper. This is a Good Thing!

Create Employment

Our friends in the IP industry tell us that software patents have boosted employment tremendously. When young people ask me today whether to become an engineer or a lawyer, I tell them, "the money is in patents, young man, patents". Rumours that patent lawyers are created, like trolls and orcs, from accursed mud taken from the depths of hell, mixed with snake venom, and brought to life by the Eye of Mogdor, are vastly exaggerated. Many patent lawyers have humanoid faces and can bend their knees in the correct direction when they sit. I don't know about the venom bit.

Democracy in Action

We feel, sincerely, that democracy works very well! Every Euro we spend on lobbyists comes back to us tenfold or a hundredfold. Try to get that kind of return from pure R&D these days. Without the help of the Commission and Council, whom we'd like to thank, all this would not be possible. We ask the honourable Members of the European Parliament to continue this venerable tradition. If you don't respect our highly paid lobbyists, the entire system will collapse!

VOTE FOR SOFTWARE PATENTS NOW AND HELP US DESTROY THE SME PLAGUE

We are the British Association for Software Technology and Research & Development Standards, representing the largest technology firms in Europe and America in collaboration with patent attorneys. We believe in a future where the largest and most powerful firms are free to compete on any legal terms that we care to define even if it means corrupting the democratic process.

For more information see our web site: www.pf-pf.org.

LEAVE BUSINESS TO BIG BUSINESS!