

Business Software Alliance Targets Houston in Anti-Piracy Radio Campaign; Scott & Scott, LLP Says Campaign Entices Whistleblowers with Offers of Cash Rewards

BSA | Business Software Alliance directs anti-piracy radio ad campaign to Houston market, making Houston the fourth highest nationwide of three monitored titles according to media research service, Adscope™. Scott & Scott, LLP suggests Houston businesses avoid common mistakes in responding to Business Software Alliance audit requests.

Southlake, Texas ([PRWEB](#)) November 28, 2012 -- Texas-based intellectual property law firm, [Scott & Scott, LLP](#), reports that the BSA | Business Software Alliance, a global software industry group, including Microsoft, Adobe, Symantec, and Autodesk, is targeting Houston, TX for software piracy tips, with the fourth highest number of impressions of three monitored nationwide radio ads, according to media research service, Adscope™. The number of Houston spots was greater than in Chicago and about seven times the number in Dallas. Scott & Scott, LLP recommends Houston companies prepare for the possibility of receiving an audit request from the Business Software Alliance and shares tips to avoid two common mistakes.

“Companies are not required to cooperate with a request for a software audit either from the publisher or their trade associations, but avoiding litigation is highly unlikely without an agreement to participate in a voluntary audit”, said Robert J. Scott, Managing Partner, of Scott & Scott, LLP.

The legal and financial implications of [software audits](#) can be enormous. The costs, even those that are resolved successfully, are substantial. Businesses that are most prepared will have the greatest success in defending the inevitable software license audit and save money.

The following are two common mistakes Scott & Scott, LLP has observed based on the hundreds of clients the firm has represented in software license disputes:

1. Failure to compile and produce accurate installation information.
 - (a) Even in small environments, a manual process to review the software on each computer is time-consuming and unreliable. Carefully select an automated software discovery tool that will produce results in a format that you can interpret. Discovery tool selection is critical to the success of the audit initiative.
 - (b) Use of free tools provided by trade associations. These tools, more often than not, inaccurately report the data and fail to exclude information that is outside the scope of the audit request.
2. Relying on internal staff to respond to a software audit request. Members of IT departments typically prepare audit reports containing information that is incorrect or beyond the scope of what is required to adequately respond. If the technology department improperly reports the software installations, the monetary portions of the settlement may be inflated.

For additional information and free resources visit: www.bsadefense.com.

About Scott & Scott, LLP (www.scottandscottllp.com) (www.softwareaudit.com) (www.bsadefense.com) is a leading law and technology services firm representing businesses in matters involving software licensing. Scott & Scott, LLP’s legal and technology professionals provide software audit defense and software compliance solutions, all protected by attorney-client and work-product privileges.



Robert Scott, a recognized expert on software compliance and defense, is available for interviews.
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