
Formulation of principles

Since the publication of their principles only days before the start of the Judicial Review, the MRA has been taken much more seriously by the traditional media. These principles are the outgrowth of weeks of discussion between member organisations, consultation with funders, and much internal debate about priorities and future directions.

These are the principles as they first appeared on the MRA website.

WE ARE THE MEMORY RIGHTS ALLIANCE

- 1) We oppose any intellectual property claims that infringe on the sovereignty of a person's body or mind.
- 2) The 'right to forget' is a sacred universal human right. Artificially induced unforgettability is considered a mental health hazard to be opposed.
- 3) We oppose any forms of employment discrimination or job penalties against any worker who refuses to subject him or herself to nootropics in the course of training or work activities.
- 4) We are opposed to any mnemonic driven ideologies which promote ideas of 'memory supremacy'.
- 5) We are opposed to any human experimentation which does not fully comply with the revised Helsinki Accords which mandate verifiable and independent oversight.
- 6) We are opposed to the use of animals for any neurochemical and/or neurotechnical research or experimentation.
- 7) We oppose neurotechnical products and interventions which are likely to exacerbate social divisions by creating a class of 'memory have's' and 'memory have not's'.
- 8) We oppose all forms of marketing or advertising which embodies or promotes 'memory shaming'.

9) We oppose any form of permanent memory surcharge.

10) If a corporation is receiving permanent fees for so called 'permanent' memories, consumers of such memories should be entitled to and receive premium rate optic nerve transit fees in perpetuity.

Since the publication of the MRA principles, Gil and Graham have begun to lobby the UN Human Rights Council to establish a Special Rapporteur On Memory Rights and promote a charter for 'universal memory rights'. Beyond formulating new principles, its role would be to investigate and advise on all the current and intended uses of nootropics by Cortx including independent oversight of nootropically related defence contracts.

After the MRA formulated its core values, Cortx PR went into overdrive with the objective to deliberately confuse the public with the creation of a similar sounding 'coalition' to do battle on the side of consumers and their 'memory rights'.

Separate from the MRA supporters in front of the courthouse is the well dressed group of professional looking picketers pretending to be part of a 'grass roots' movement calling itself 'Citizens for Memory Liberty'. They are a Cortx PR fabrication or 'astroturf' coalition. Their creation is in response to the MRA and corporate anxiety about losing the battle for hearts and minds in the wake of revelations about Alex. The CML lobbies legislators with the goal to 'liberate' the neurotech industry by diluting what little government oversight there is.

The CML also does intelligence gathering for Cortx. If they aren't sending people to disrupt public meetings of the MRA, they get people to join the MRA and its affiliates around the world.

The MRA knows all this because they do the same to them. The MRA tries to have someone in attendance at all public meetings of the CML. If someone attends often enough and expresses enthusiasm for the CML agenda, they may be asked to spy on the MRA.

Most of CML's funding comes from a consortium of neurotech companies led by Cortx and a think tank called The Granite Foundation. Granite has a well cultivated profile on social media. They are prolific at spewing out a steady stream of distortions and

disinformation about the MRA. They claim the MRA gets most of its funding from care home oligarchs who profit from warehousing people with dementia and have no interest in reversing the upwards curve of degenerative brain disease in the general population. Members of the MRA have been slandered as brainwashed anarchistic memory absolutists.

The Granite Foundation has been pushing the libertarian line of 'cognitive choice'. ANY restrictions on the privatisation of human memory is an infringement on personal liberty. They fund the campaigns of politicians, give generously to memory sports competitions, they successfully lobbied for memory sports to be a new Olympic category, and they recently helped draft legislation that would expand markets for nootropics i.e. more opportunities for land grabs in the cerebral cortex.
