

From: [REDACTED]
To: [FN-OMB-IntellectualProperty](#)
Subject: Intellectual Property
Date: Wednesday, March 24, 2010 9:19:48 AM

Ms. Espinel,

I am an owner of an electronic media company and the executive producer of several award winning programs that are currently used to teach and train law enforcement, the fire services and the public about important issues affecting their safety and security worldwide.

We have worked with the Secret Service, USFA, ATF and more. One of our recent programs with the Secret Service and the Postal Service was a program designed to combat Identity Theft by educating law enforcement officers through HD interviews shot around our country with subject matter experts highlighting cases studies. During the Clinton administration, we were lucky enough to work developing a Virtual Reality program that was delivered nationwide to more than 100,000 investigators nationwide. That program is still the leading training piece in the fire services and is used as a required program at colleges and universities worldwide. The accompanying web site that we built more than 10 years ago still has more than 20,000 unique visitors a month downloading and accessing resources thousands of times. Even though the funding has been cut on that site, we maintain it to this day on our own.

I am passionate about this topic of Intellectual property and I believe that it is pervasive and insidious throughout our world. My greatest concern is that a huge part of our population, including our creative's, have little or no respect for IP. The worst part is that I'm concerned that they have no idea how IP is one of their greatest assets in the long-term success of our country and our position in the world.

We were contacted years ago by the Justice department and I believe the State Department to assist in the creation of a program, but funds were not available.

Almost every day I talk about IP with my children, my employees and our contractors. I believe that there is a need to create conversation and measured, mass media to better educate and motivate our people.

We would like to talk with you when you have time. I am personally thrilled to see the administration focusing on this issue and nothing could be more rewarding for me personally than to be part of your team of people working to raise awareness of the importance of intellectual property and help to change our behaviors that threaten our children's futures.

Thank you in advance for your time!

Rod

Rod Ammon
President

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