

From: [REDACTED]
To: FN-OMB-IntellectualProperty
Cc: info@copyrightalliance.org
Subject: Intellectual Property Rights Protection
Date: Wednesday, March 24, 2010 2:11:18 PM

Hi Victoria,

My name is Marcus Hoffman, and I'm a professional photographer in Phoenix Arizona.

The ASMP and the Copyright Alliance have informed me of this welcome invitation from the Obama Administration to share my thoughts on my rights as a creator.

As a creator, my value in business is in my images. My clients pay a fee relative to how they are using the imagery. When my work is used outside the scope of what is paid for, my work loses value, and I ultimately lose revenue as a result. More and more, our creative work is being used without our knowledge. The Orphan Works currently only adds to our problem as many are using our images without truly doing the due diligence to find the creator of the work and pay the usage appropriate to their needs.

Along with the Library of Congress' existing efforts to work with organizations like the ASMP to create better organization and archival methods through efforts like <http://www.dpbestflow.org>, perhaps the government can encourage software and camera makers to develop technologies that will better assist creators in maintaining copyright of their work.

As independent creators, the legal help to recover those costs of infringement have been out of our reach as legal costs are simply beyond what the average creator can afford to pay to try and enforce our rights.

Without the assistance from the government, we will continue to lose our rights, and ultimately many businesses around the country will fail as a result.

I would appreciate the Administration and Congress to see the value of our work as creators and wish to protect us by working to create stiffer laws and enforceable penalties on those that infringe upon our rights.

Thank you for your time,
Marcus Hoffman