

LifeHouse Productions

SPECIALIZING IN 3D BIOMEDICAL ANIMATION

www.lifehouseproductions.com

Victoria Espinel
U.S. Intellectual Property Enforcement Coordinator

March 24, 2010

Dear Ms Espinel:

I own and operate LifeHouse Productions, LLC, a medical animation (computer graphics) service provider in Manchester, Connecticut. Artists in our field are known as medical illustrators, highly trained in the fields of medicine and visual communications with the talent and ability to convey complex technical material to audiences of all walks of life. Our clients include pharmaceutical companies, malpractice lawyers, medical device manufacturers, biotech corporations and more. Our work is used for education, editorial, training, advertising, and as support for courtroom testimony.

Copyright protection is critical to our firm. We are different from other copyright owners because, unlike other creators, it is the exception rather than the rule that our images are published with any kind of credit line, copyright notice or other form of attribution. Credits are unusual in print publications, and are virtually non-existent on the Internet. Without names attached to them, most published images are likely to become Orphan Works.

The ability to retain or sell exclusive rights is one important copyright issue for us. Lack of proper protections would greatly decrease the market value of our work because market value is determined by the licensing potential locked up by exclusive rights. The option to retain or sell exclusive rights to my clients is a valuable commodity because if we retain exclusive rights we can license usage repeatedly, or, if we choose to sell exclusive rights we can mark up the dollar value of the original work significantly.

Another important issue to consider is that it is imperative for us to maintain the opportunity to restrict certain unwelcome uses of the firm's art. Without copyright protections, for example, a 3D illustration or animation of a fetus created for a medical device manufacturer of fetal monitors could be lifted from a site like YouTube and utilized by either PRO or ANTI abortion enthusiasts without our knowledge.

Thank you for allowing me to express some of our concerns on the copyright issues. Please feel free to contact me in the future if you would like more information. Thanks again for your time, attention, and support.

Respectfully yours,

William R. Matthews