

From: [REDACTED]
To: [FN-OMB-IntellectualProperty](#)
Subject: U.S. IP Enforcement Coordinator/Former Chief IP Counsel Toys "R" Us, Inc.
Date: Thursday, March 11, 2010 2:02:19 PM

Dear Ms. Espinel:

I am writing with respect to your work as the United States Intellectual Property Enforcement Coordinator.

I previously served as chief Intellectual Property Counsel to Toys "R" Us, Inc. where I was responsible for developing and implementing the company's global strategy for protecting its intellectual property as well as enforcing same against infringement and counterfeiting.

Through my work I have liaised with numerous federal agencies and departments as well as their counterparts abroad and have established effective and meaningful relationships with personnel at international corporations, trade organizations, and law firms. I understand and appreciate the importance of intellectual property to the safety and vitality of the United States and global economy as a whole and, therefore, the need to establish coordinated international standards for enforcement.

I would greatly appreciate having a brief conversation with you to discuss how I might be able to bring the foregoing background and experience to bear in assisting the government in its efforts to thwart this illegal activity. Is there a time I could call you for such a conversation?

Sincerely,

Ellen Storch
732-388-1607

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