

From:

Subject:

Date:

you asked for suggestions?

Wednesday, February 24, 2010 12:48:22 PM

Dear Ms. Espinel,

I'm happy you asked for suggestions about safe-guarding our country's IP. Our IP is and has always been some of our most valuable resources. While IP was always copied, eventually, the internet age has truly expanded the potential for copying as data can be more widely distributed faster than ever before. Falling back to antiquated business models in a age of high-speed knowledge transmission is a false-future. It's also important to understand that there will be an have always been IP thieves. Great companies are already developing their next products instead of looking to see who will steal their current ones. With that said, here are some humble suggestions:

- 1) Encourage companies who license IP to make it easy to use their IP. If it's easier to license and use IP than to steal it, you make customers and build relationships.
- 2) Make use of IP cost-competitive no matter what the target market for the IP. If a company seeks to develop their equipment in Africa, make it competitive for them to do business in Africa, not Europe or the US.
- 3) Perhaps most important, encourage domestic production of products so the IP responsible for making those products possible is less likely to be stolen. Most theft is a result of people "inside" the process. By keeping the loop smaller, and domestic, you keep the knowledge at home with more loyal employees.
- 4) Encourage the creation of more US innovation to keep the US ahead of our global competitors rather than dependent on a continued revenue stream from stale IP.
- 5) Limit patent and copyrights so that things fall into the public domain sooner to further encourage companies to innovate rather than encouraging protectionist behavior.

It's my sincere hope that the US continues to lead the world in IP and technologies of all stripes.

Thank you,
jason viehland