

From: [Jeff Wolfram](#)
To: [FN-OMB-IntellectualProperty](#)
Cc: info@copyrightalliance.org
Subject: intellectual property rights are very important
Date: Tuesday, March 23, 2010 7:21:44 PM

Dear Ms. Espinel:

Let me first express my appreciation for allowing me to present my opinions on how vitally important intellectual property rights are for both myself as an artist and the clients who use my work. 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 an architectural and interior photographer I am hired for both the quality I create but also for the professional trust I bring to a project. Architects and Interior Designers produce unique and intimate spaces for private residencies, corporate offices, and industrial facilities. They need to be able to document those designs whether it's an executive's plush office space or a residential private bathroom without the fear that an unauthorized person will obtain the images and publish it in an embarrassing manner. With today's open internet, email transmission and invasive computer viruses having intellectual property rights not only provides security against unauthorized publishing of images but helps assure clients that the images will not be used in a slanderous way.

As the artistic creator who licenses art work to clients I provide the needed benefit of keeping track who can use images and a watchful eye of those who can not. When there are multiple parties licensing the same images from a specific project it is vitally important for someone to keep track of who has what usage so again images are not used in an unauthorized negative way. A product manufacturer does not want to see their signature photography being widely recycled reducing the impact of the images with over saturation or their iconic images that they have invested in being used by Brands that might not agree with the message the manufacturer wants to promote. With a dedicated attention to each image I create I am the best suited for keeping track of my images allowing the multiple parties to feel secure that the images they invest in are not going to be abused by unknown publishing. This to me is the heart and absolute essential importance to keeping intellectual property rights not just for my business but most significantly for my clients' trust.

I know that the stronger the United States government supports protecting intellectual property rights the more secure our businesses will be in our future economy. No single word is slanderous however the misuse of words can very easily become slanderous this is the same for images. No image is malicious but publishing in erroneous ways does not help the industries nor the general public it just takes the

strength of the American business down a disorderly path. Without the security that intellectual property rights provide, open public use will only weaken companies ability to market and promote their businesses. We need intellectual property rights now more than ever before, we need our government to keep our rights secure, our ability to create intellectual property with the protection that secures the images from unauthorized unknown use.

Again let me thank you for allowing me to present my professional thoughts on this matter as I truly appreciate your effort into keeping our intellectual rights safe.

Thank you,

Jeff Wolfram

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