



Subject:
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Intellectual Property
Wednesday, March 24, 2010 4:47:30 PM

Aloha,

The Copyright Alliance and A2IM (the U.S. independent music label trade organization) have informed me of this welcome invitation from the Obama Administration to share my thoughts on the rights of creators of intellectual property.

Mountain Apple Company is the largest Hawaiian/Island music company; recording, producing, publishing, and distributing music around the world. We have been in business since 1947.

We are a business that is threatened by piracy and the attitude that content, also known as music, should be free. Piracy in this country as well, as around the world, is threatening our very existence. There is no business model that we can form that can compete with "free".

Piracy is now entering the norm in our society. Parents tell me that they see nothing wrong with their teenage children taking music off web sites that promote piracy by encouraging their users to just take what they want. Those same parents would never allow their children to take a CD sitting on a car seat if the convertible top of that car was down or the car unlocked.... they call that stealing. We can't discern the difference.

Intellectual property is one of the backbones of this nation and we, as a record company and representative of our artist community, are committed to continuing to produce music from Hawaii. However, if piracy is not dealt with swiftly, I'm afraid that the economics of staying in this business will force us to shut down.

The unauthorized copying, sale, and distribution of artists' intellectual property directly impacts the ability of artists and creators to control the use of their own creativity, not to mention their ability to receive income they have earned from their labor. This impacts U.S. employment and the economy, and our ability to globally compete.

We ask you to join us in assessing the risks and costs that intellectual property infringement has on the American public. Also, please take in to consideration how this issue affects our creative community by allowing the unauthorized copying, sale and distribution that impact their ability to earn a living.

Mahalo,

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