



1 UPPER JAMES STREET
LONDON W1F 9DE
T +44 (0)20 7534 1000
F +44 (0)20 7534 1111
www.ppluk.com

24th March 2010

Ms Victoria Espinel
US Intellectual Property Enforcement Coordinator
Executive Office of the President
Office of Management and Budget
Washington, DC, USA
BY EMAIL: intellectualproperty@omb.eop.gov

Dear Ms Espinel

I am writing to you on behalf of PPL, a UK-based music licensing company working for our performer and record company members, licensing their rights in sound recordings and music videos for use in broadcast, public performance and new media. We currently represent approximately 47,000 individual British and other overseas performers and more than 5,000 British record companies.

We in the United Kingdom are very appreciative of the key and wholly constructive role which successive American Governments have played on the global stage in terms of supporting copyright and intellectual property rights generally. We are similarly pleased that you, too, and the Administration of US President Barack Obama have dedicated yourselves to improving enforcement of rights of copyright owners, and have invited comments on how best to fulfil that mission.

PPL is a proud member of the US-based Copyright Alliance and I serve on its board. We fully support and endorse its filing in this proceeding. In particular we support its focus on the importance of education for today's youth on the critical role copyright plays in the economy and the culture, and in their own futures as both creators and consumers of copyrighted works.

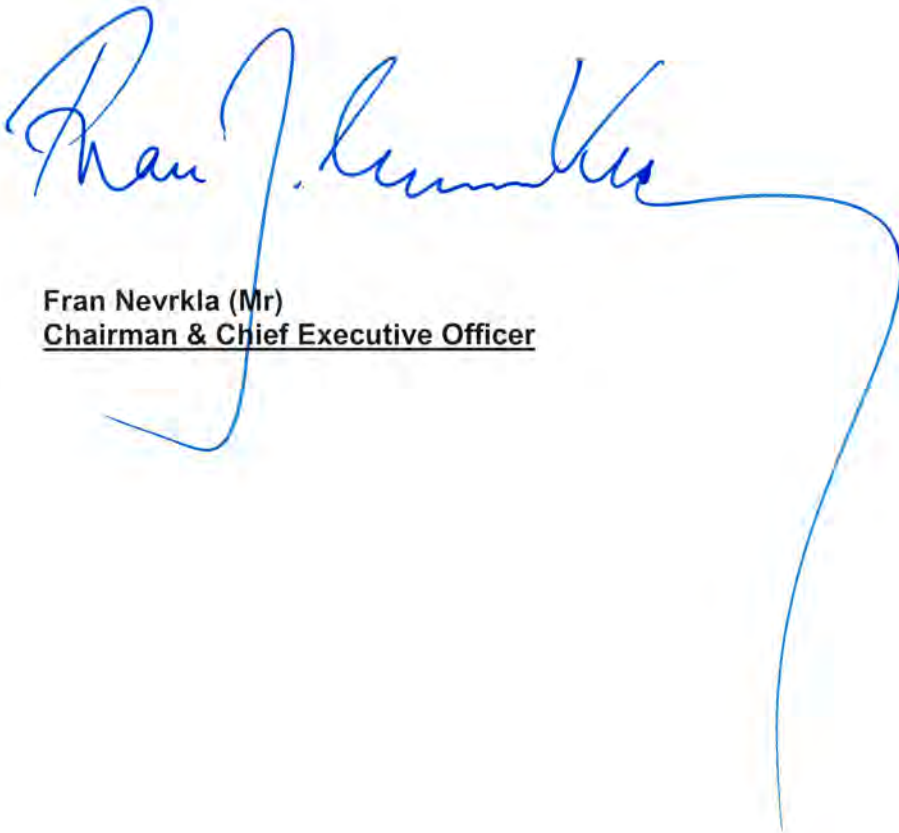
There is no doubt that much more has to be done on both sides of the Atlantic in explaining to the general public, especially the young generations, that creators everywhere as well as those who continue to invest in finding, nurturing, developing and supporting new talent need to get paid for their creative effort. We also have to open the minds of many in illustrating how important it is for us all to maintain a healthy and robust copyright environment in order that future generations of new creators can have a reasonably bright future, employment opportunities and income streams which will ensure that they will be able to maintain a reasonable and independent career rather than practicing their art (of whatever nature) as a hobby in the middle of the night or rely on handouts. Whilst this battle for the hearts and the minds will be difficult, at the same time it represents a very exciting and ultimately hugely rewarding challenge.

Our key role at PPL remains being a first class not-for-profit service organisation charged with the effective management, administration and enforcement of the rights we exercise on behalf of our members and in obtaining proper value for such rights. We have also been very active in working closely together with our British Government by taking part in and contributing towards several initiatives focused on schools, colleges and universities in a user-friendly process of explaining the concept, importance and value of copyright to society,

our culture and the British and global economy. Some of these initiatives have been successful and we look forward to playing an active role in this regard.

Intellectual property is of global concern. We welcome the commitment of the United States and its Government in defending the rights of artists and creators and all copyright owners. We stand as a resource for you as you move forward with this most important endeavour in which I wish you much success, satisfaction and enjoyment. I would also like to thank you for your personal involvement and focus.

Yours sincerely

A handwritten signature in blue ink, reading "Fran J. Nevrkla". The signature is fluid and cursive, with a long, sweeping tail that extends downwards and to the right.

Fran Nevrkla (Mr)
Chairman & Chief Executive Officer