

From: [REDACTED]
To: FN-OMB-IntellectualProperty
Cc: info@copyrightalliance.org
Subject: Intellectual property - why it is important for a freelance photographer
Date: Wednesday, March 24, 2010 9:49:25 AM

Dear Ms. Espinel,

I understand that you are preparing a Joint Strategic Plan on the costs and risks that intellectual property infringement has on the American public and I would like to offer my perspective as I have been a working photographer licensing intellectual property since 1979.

My name is Seth Resnick. On the creative front, I have been published in the world's most prestigious magazines. My credits include over 2500 publications worldwide and my clients constitute a virtual list of corporate America. I have been a leader in the creative, business and educational sectors of photography.

I am Co-founder of D-65. D-65 is at the forefront of digital, working with companies like Adobe, Canon, and Xrite, uniquely qualifying me to speak about the new role of digital technologies in the changing world of photography. I am known as a gifted lecturer who combines inspiration, business acumen, creativity and technological expertise. I am a member of the prestigious Canon Explorer of Light program as well as an Alpha/Beta and feature consultant for Adobe Photoshop and Lightroom and a X-Rite Colorati. I travel extensively presenting the various aspects of photography, and I am the former President of Editorial Photographers, a trade organization dedicated to the promotion of sound business practices for editorial photography. I am also a founding partner of PixelGenius developing Photoshop plug-ins and software and a regular contributing columnist to a variety of trade publications. My wife and business partner Jamie Spritzer are the authors of a book called The Photoshop Lightroom Workbook: Workflow not Workslow in Lightroom 2.

www.sethresnick.com/port/Portfolio.html
www.sethresnick.com
www.d65.com
www.pixelgenius.com

Copyright is the very basis of my existence and the existence of every freelance photographer in the country. As a freelancer, I exist only by the value of the intellectual property I am able to create. I have to control and license that property. If I don't control the licensing I am unable to place any value on my art form of photography. Without the ability to license my intellectual property I simply can't stay in the marketplace. A photographer or any artist who can't stay in the market, can't produce work which is a very part of our American culture. Photography and our intellectual property is the key to survival when we can't shoot. Our property becomes our retirement account. Further our copyright is our soul and it is not for sale. Removing my ability to protect and or copyright my work is akin to buying a Picasso painting and removing the signature. During the last few years our entire profession has seen a change whereby intellectual property has been taken away from the creator. This must stop if we as artists are to survive. At the very least loss of copyright would minimize my ability to earn a living from the value of my work and at the worst it removes my incentive to create new work. Clients are very aware of copyright and the value of intellectual property. I license mine, I don't sell it. I urge you to strengthen copyright to protect intellectual property.

Sincerely,

Seth Resnick

Miami Beach, Florida