

**From:** [REDACTED]  
**Sent:** Wednesday, March 24, 2010 4:41 PM  
**To:** FN-OMB-IntellectualProperty  
**Subject:** Intellectual Property  
**Attachments:** Irwin.vcf

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To Ms. Espinel & The Obama Administration,

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.

I've been a professional photographer for many years, covering architectural, product, portrait, editorial, illustration, and commercial/corporate photographic assignment/services for many corporations and other firms large, medium, and small in size and scope.

Intellectual property rights are extremely important and valuable to me and many others in creative fields. As originators of our images, we own the creations, but in the digital age many people and their entities feel that because they paid me to create an image for them, they 'own' the image, and that they can use the images for as long as they want, in any format, medium, make digital copies, etc, without abiding by the current copyright law and my usage & licensing contract they have. This is a form of stealing.

I've had photos used without my permission and did receive money for some, but it was not easy to collect with the current laws.

I believe that newer and more stringent laws and guidelines are needed to protect creative Americans who are already having a difficult experience during the economic downturn in the new digital realms as pilferage of imagery is easier to obtain. Also, many people are not aware of what the symbol; '©' actually stands for beyond just a notice on a physical printed photograph or digital image on the internet. Perhaps there needs to be better education, more public awareness, and what the penalties are and can be for copyright infringement.

Thank you very much,

***Irwin Sterbakov***  
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