

From:

Subject:

Date:

http://www.whitehouse.gov/blog/2010/02/23/intellectual-property-and-risks-public

Wednesday, February 24, 2010 10:26:52 AM

Hey Victoria Espinel,

Congratulations on your appointment.

You probably are aware of the website techdirt.com - they have many interesting stories about IP and Copyright and the comments are usually intelligent. I highly recommend visiting the site or subscribing to its RSS feed.

As for me, I am an artist. I recognise the need to sustain an income from my work. As my work mainly falls in the digital domain I have spent a great deal of time reflecting on how to maintain 'ownership' and what intellectual property really is.

My solution was to change my business model, thus I do not make money from the 'work product' itself, instead I give it away freely. My income stems from offshoots of my work, for example - want to download a relatively Lo-Res image for free? Right click and enjoy. But if you want a poster sized professionally printed 20x30, then you can purchase it from me, it's about quality and connecting with my customers. Merchandising is yet another revenue stream, as are crowdsourced donations from an appreciative public.

I understand that this may come across as totally hippie and idealistic, but it is sustainable and fair and saves me so much time and money in trying to protect something that if people are determined to steal they will always find a way.

Also, the crowdsourced donations, I kinda 'stole' that idea from our beloved POTUS' Campaign.

I wish you luck in your endeavours.

Yours,

Westie