Bold Strokes
Illustration, Inc.
3724 South 2700 East
Salt Lake City, UT 84109
(801) 274-2407

Attn: Copyright Office July 9, 2015

Dear Associated Copyright Office Members,

My Name is Greg Newbold and for the past twenty-one years I have had the privilege of making my living as a professional illustrator and fine artist. I have worked with dozens of fortune 500 companies such as FedEx, Sony/TriStar Pictures, Barnes & Noble and American Express. I have also created art for most of the major publishers including Random House, Scholastic, McGraw Hill and Simon & Schuster. I have been recognized and received awards from all the notable industry groups like Communication Arts, Society Of Illustrators (both New York and Los Angeles), Spectrum, AIGA, and 3x3, among others. I hold both a BFA and MFA degree in Fine Art and Illustration and have taught for a number of years at the university level. My work can easily be seen by a simple Google search for Greg Newbold illustrator

I currently make my full time living as a freelance illustrator in the publishing, advertising and product packaging fields as well as a gallery fine artist. As such, my livelihood revolves around my creative output and the intellectual property that this effort produces. I am hired for my vision, creativity, expertise in the field and my high quality of craftsmanship.

It has recently come to my attention that once again, large corporations are pushing for an overhaul of the copyright act that will benefit them at the expense of those of us who actually create the product and associated intellectual property. There is some misguided notion that everything should be community property and that all things digital should be fair game for exploitation. Just because something can be found online, does not mean that one should be able to take it. Creating any type of legislation equating to such would be disastrous to all creators.

Why am I so concerned about this? Let me explain how the current copyright laws work just fine for the little guy and why changing them would cripple us. First, I depend regularly on repeated sales of my intellectual property to augment and at times even replace the income I get from my day-to-day creative output. I have spent twenty plus years creating a catalog of imagery that I can draw upon to generate money to support my family. Some would argue that an illustration image's value does not exist beyond the product or publication for which the artist was originally paid. I can argue categorically that this is not the case. I have created many, many images for which the original commission was the tip of the iceberg in terms of monetization. Sometimes the first fee was minor compared to the value many times over I have been able gain from further sales of the same imagery. For example, let's say I create a poster for a theater production. First, I get paid by that initial client, then, I post the image online on my website or blog. Someone finds that image (another theater doing the same production, a collector, etc.) and in turn, they want to license or otherwise use that image for their production or product. I can then negotiate that reuse and the income snowball for that piece begins. It gets more exposure for me, and the image as more and more people see the work.

There are endless ways in which I have rolled an existing image into a moneymaking venture from

posters, stickers, t-shirts, fine art prints, advertising campaigns, commemorative plaques, book and magazine covers and articles, greeting cards and so on. All of these things, which have produced income for me, would have been null and void if I had not been able to hold onto my copyright. Sometimes the popularity of a piece of artwork only begins at the moment of first exposure or publication. To think otherwise would be short sighted and far from the truth. Creating an atmosphere in which the individual creator is not protected is like legalizing the theft of someone's property simply because it is no longer inside his house. Doing so would strip me, and all artists like me, of our constitutional right to keep and protect our property.

As you can see, copyright law, for me, is not merely some abstract concept that is hard to grasp, but rather the basis for my entire livelihood. Without a strong copyright law that allows me to keep and exploit the product that I produce, without engaging in some cumbersome and expensive form of cataloging and registration of my work, is the basis for my ability support my family. Anytime someone is allowed to steal my copyright, they are stealing money out of my pocket and food out of my kid's mouths. It is imperative that artists be enabled to retain the right to control how and where our work is utilized and how much we are entitled to gain from licensing our work to third parties. Placing my work on the Internet does not mean that it is "orphaned" as some would argue. It is simply one of the most effective ways to get our work seen. I am fully aware that there are people out there that steal and exploit digital works that they find on the Internet. But the existence of an image on the net should not be a license to pilfer it for one's own profit. Giving such legal permission would cripple all artists, de-incentivize creative people and further dumb down the vibrant arts that exist today. Please do not fall prey to the well-funded corporations that are pushing this legislation and become complicit in the death of the intellectual property freedom that we enjoy today. Please do not ignore the creators and artists in this equation. We are the ones that make so much of life worth opening up your eyes for every day.

Thank you for your consideration,

Greg Newbold

Artist, Creator and President
Bold Strokes, Illustration, Inc.