September 27, 2012

To Whom It May Concern:

Regarding Artist Resale Royalties, thank you for allowing me to respond on this matter. I believe that visual artists should be paid only one time for any single work of art that they sell. They absolutely deserve royalties if anyone wants to reproduce, license or otherwise use the image of that work of art for any purpose whatsoever. But with respect to the physical work of art itself, being paid once upon the occasion of the initial sale is enough. A visual artist should not be paid for the actual physical work of art over and over again every time it sells, regardless of the circumstances. They've already been paid once-- and that's enough. This form of repeated payment does not exist with any other product in any other business-- including the arts.

Some argue that other artists-- like writers or composers, for example-- are paid royalties on their works of art. But the error in logic with this argument is as follows: These individuals are actually being paid for "reproductions" of their works of art, not for the original works of art themselves. To elaborate, suppose a composer composes a song. Then the actual manuscript document containing the lyrics or music (or both) for that song is the "original work of art." The song itself, as made available on CD, DVD, iTunes or via other media, is a reproduction of the contents of that manuscript. If the composer decides to sell that manuscript document through a dealer in music memorabilia or at auction, for example, it only sells once. The composer does not receive royalties on the resale of that manuscript on every subsequent sale (but rather only on reproductions of the contents of that manuscript).

The same holds true for an author of a novel. The author receives royalties on reproductions of the content of the original manuscript of that novel, not on the manuscript itself. If the author decides to sell the manuscript through a specialist bookseller or at auction, then the author is only paid for it once, not again and again every time it changes hands.

Thank you for your time and consideration.

Regards,
Alan Bamberger