Dear Sirs,

I am an artist and designer who owns my own business. I have been an artist and have worked in the business of design, product and licensing for more than 20 years.

I have a degree in Fine Arts from the University of Kansas and worked for many years at the renowned gift company, DEMDACO, as a Creative Director, Product developer and Designer. I was also Director of Product Development at Santa Barbara Design Stusio. A gift company located in Oxnard, CA.

Copyright law is the foundation upon which my work as an artist and designer derives it's value, and also what protected the designs of the Creative Companies where I worked for years. Without the recognition of the INTRINSIC value of my own designs at the MOMENT of my authorship, my business becomes incredibly vulnerable to those with much greater resources than I personally possess.

Our copyrights do not begin the moment that we register them with an entity, they intrisically begin with the moment that they are created and are authored by us, regardless of whether they are "Officially" registered. A costly and potentially time consuming process that lays an onus on the shoulders of individuals.

Because our work has value from the moment we create it, that means that infringing our work is no different than stealing our money.

It's important to my business that I remain able to determine voluntarily how and by whom my work is used.

I also want to stress that my work does NOT lose its value upon publication. It does NOT belong to the ether if I choose to share the imagery on my blog or on Social Media., and does not belong to anyone and everyone if I DO choose to produce or license it to others.

Instead, everything I create becomes part of my own business inventory.

In fact, in the digital era, inventory is more valuable to artists than ever before.

In creating an "Orphan Works" loophole the Copyright Office will be declaring open season on artists. That loophole will become a breach through which companies and individuals can, with a little "creative photo editing", create images stripped of their copyright watermark or identifying marks. They will then use those doctored images to support their claims that the imagery or work was orphaned. This type of skullduggery already goes on, but the current copyright laws protect artists who discover it. This new proposed change will make it safe for anyone who wants to poach creative content from wherever, and whomever, they want.

In summary, the copyrights to my photos, artwork, and other tangible creative expressions are VALUABLE and enable me to determine how and where my work is used; which companies to work with, and what products I want my designs to be on.

I sincerely hope that The U.S. Copyright Office will take the needs of visual artists and the Art Licensing community into consideration when drafting this new legislation.

Thank you for listening.

Best regards,

Linda Mordan
Owner
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