July 19, 2015

Maria Pallante
Register of Copyrights
U.S. Copyright Office
101 Independence Ave. SE
Washington DC 20559-6600

Re: Notice of Inquiry, Copyright Office, Library of Congress

Copyright Protection for Certain Visual Works (Docket No. 2015-01)

To whom it may concern,

I am an illustrator and graphic designer who has been working across a variety of different creative fields from advertising to picture books for over 20 years. I have spoken at numerous design conferences, published several books and had by my work showcased at galleries such as the Musée de la Publicité/Louvre.

I began my career specialising in Corporate Identity Design, an area in which design is spoken of clearly in terms of assets – with a value on the balance sheet. As my career continued, I began to focus on the creation of characters which I license to companies for their use on merchandise. The characters and artwork are licenced for a set period (usually two years) and we re-evaluate the terms at that point. For example, the client may wish to extend their rights so they can produce more merchandise and make it available in different regions.

Not all my work is this easy to understand, however. I have created many many images in the course of my career, which after their first usage may sit unused for a great many years until there is another opportunity for me to license it to another client or to produce it as a product/ print of my own.

As you can see, copyright law is central to my business. It is essential that I remain in control of my own copyrights and am able to licence it to whoever I choose, whenever I decide. I continue to work with clients I was initially commissioned by at the beginning of my career.

That said, this is is a very unpredictable business without employer provided health insurance or retirement plans. It is incredibly worrying that the government would make it even harder for artists to make a living than it already is.

Copyright is a right that needs to continue to rest automatically with the creator.

Thank you,

Rilla Alexander

Rilla Alexander

Rilla Alexander **+1-971-276-4705** 425 N Mason Street **Portland OR 97217 USA** **byrilla.com** rilla@byrilla.com

Rilla Alexander
Between March 01, 2015 and June 17, 2015

	Client	Project	Task	Notes	Hours	Billed
Alexander, Rilla						
01/03/15	Smile Dental	Smile Dental	Advertising	Recruitment Ad on Seek.com.au	1.50	
05/03/15	Smile Dental	Smile Dental	Advertising	Recruitment Ad photo selection and adjustment	0.50	
04/04/15	Smile Dental	Smile Dental	Articles	DUO May Illustration and send text	2.00	
04/04/15	Smile Dental	Smile Dental	Facebook/Online	April Blog/Facebook Illustrations and set up	1.50	
04/04/15	Smile Dental	Smile Dental	Facebook/Online	April Blog/Facebook Illustrations and set up	4.00	
14/04/15	Smile Dental	Smile Dental	Advertising	Pak Ad: Drink water like a fish	7.00	
24/04/15	Smile Dental	Smile Dental	Facebook/Online	Upload Facebook update, remove Wolfgang's profile	0.25	
11/05/15	Smile Dental	Smile Dental	Facebook/Online	New Blog Post	1.00	
12/05/15	Smile Dental	Smile Dental	Articles	DUO June – new illustration, edit text, set up June 1 blog post	3.00	
12/05/15	Smile Dental	Smile Dental	Facebook/Online	2 new illustrations, upload to blog	3.00	
10/06/15	Smile Dental	Smile Dental	Facebook/Online	Add Dr Stuart Craig DUO article to blog and FB	1.00	
16/06/15	Smile Dental	Smile Dental	Advertising	Update Pak Ad	0.50	
16/06/15	Smile Dental	Smile Dental	Facebook/Online	New Post - Stuart Craig	0.25	
16/06/15	Smile Dental	Smile Dental	Facebook/Online	Portrait of Stuart, update website	1.25	
16/06/15	Smile Dental	Smile Dental	Facebook/Online	July FB Illustrations and set up	2.50	
Total					**29.25**	
ALL TOTAL					**29.25**	