To Whom it may concern,
RE: New Copyright Legislation.

As an artist and a business owner I am very concerned about the new copyright legislation that is being proposed. Not only will this lead to artist not being reimbursed for their work but it will also lead to problems with marketing and promotional items being used for purposes other than the originator had wished.

While I create art not in a 2 dimensional form that will not likely be affected by the orphan works issue, I do create many 2 dimensional marketing and promotional pictures for my work. If I don't register these promotional works can they be used by another to promote something other than my work or company? This is a very slippery slope. Materials that I produce, pictures and graphics etc, that promote my work could be taken and used by a competitor to promote themselves with no repercussions. This would cause hardship and loss of revenue not only to an artist but to any company that is creating marketing material and publishing it. I must as an artist create marketing materials to sell my products to make a living.

The overwhelming amount of paperwork created to register all of the promotional and marketing pictures and graphics would be crushing to the working of any government agency.

Furthermore, pictures that are published could be harvested and sold for stock photos because they were not registered. Can you imagine the implications of some company harvesting your facebook pictures as orphan works and selling photos of your children to be used in advertisements? Perhaps, if you like the company it is harmless, but what if the picture of you or your child is being used to sell something unsavory, or worse pornographic. To say this could not happen is to be naïve, as it has happened and the family had the legal standing to make the business stop using their likeness. If you take away that legal standing of ownership they would be able to use it in whatever way they see fit.

I hope that you will reconsider taking away legal ownership status from works that are unregistered. It will create problems that we have failed to imagine.

Sincerely,
Joanna Jorgensen
Artist
Joanna Jorgensen Studio