

IvySupersonic@nyc.rr.com

Sent from my Verizon Wireless BlackBerry

Wilson, Shirley

From: secretary
Sent: Wednesday, May 26, 2010 5:00 PM
To: Adriance, Riva; Amir-Mokri, Cyrus; Arbit, Terry; Berdansky, Rachel; Berkovitz, Dan M; Berry, Bradford M; Blase, Marcia K.; Cashdollar, Robert; Cela, Phyllis J.; Chilton, Bart; Dunn, Michael; Floyd, Sharon J; Gizzarelli, Jason; Gregory, Lois J.; Hardman, Harold; Harris, Jeff; Heitman, Donald H.; Juzenas, Eric; Lawton, John C.; Leahy, Thomas M., Jr.; Lurton, Allison; Morton, Andrew S; Moser, James T; Murray, Martin G.; Nathan, Susan W.; O'Malia, Scott; Otten, Michael; Price, Gregory; Radhakrishnan, Ananda; Richards, Laura M.; Ritter, Elizabeth L.; Rosenfeld, Robert H.; Shilts, Richard A.; Smith, Thomas J.; Sommers, Jill; Stawick, David; Stowe, Natise L.; Van Wagner, David; Warfield, Sauntia
Subject: FW: Chairman Gensler. re: DBOR

-----Original Message-----

From: ivysupersonic@yahoo.com [mailto:ivysupersonic@yahoo.com]
Sent: Wednesday, May 26, 2010 4:40 PM
To: boxofficereceipts; secretary
Subject: To: Chairman Gensler. re: DBOR

May 26, 2010

Dear Chairman Gensler:

I'm a prominent hat maker, cartoon designer, and publicist. I've designed hats for both Movie and Rock Stars including Pamela Anderson, Kid Rock, and many others. I also own the rights to the cartoon character, SQRAT, is a popular character of the international hit Ice Age, Ice Age 2, Ice 3 and the upcoming Ice Age 4. An arbitrator decided that both Fox and I own the copyright to the character.

Domestic Box Office Futures (DBOR) have a real economic value to me.

As a cartoon licensor, DBOR will provide a more reliable way to measure the value of box office receipts. Traditionally, film studios have employed murky methods. DBOR will help me better value the worth of my licensing rights.

Moreover, DBOR can help me hedge my interests in SQRAT merchandizing. For example, I make T-shirts. If Ice Age does very well, I can sell many more t-shirts based on the SQRAT character. If it tanks, I can sell less. My sales are tied to Ice Age's future sequels Box office receipts. Also, I can lease my character to Restaurants and Clothing Retailers, such as Target, JC Penney, and "Mom and Pop" stores. If they can hedge their interests, they will be more inclined to buy my product. DBOR also helps place a tangible market value on my cartoon and trademark rights, should I decide to sell them. DBOR could have a large economic benefit to my business and help it grow. A bill trying to hinder financial innovation and the growth of my business is going through Congress that would stifle independent business succumbing to the powerful MPAA & DGA monopolies. They do not represent me, nor my business. I have developed a cartoon series based on Sqrta and hope to turn it to a TV series. No one who has spoken before your committee represents merchandising and promotional interests such as mine.

Ivy Silberstein aka Ivy Supersonic
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