

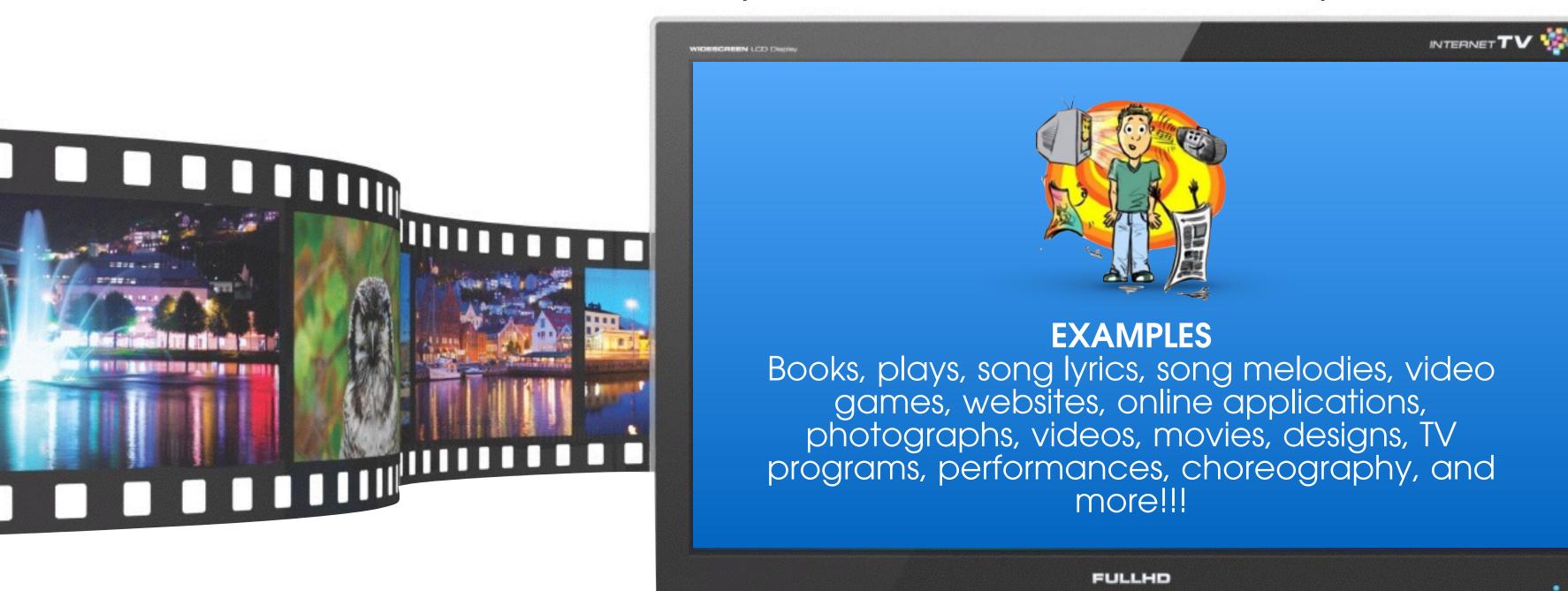
RULES AND REGULATIONS



INTELLECTUAL PROPERTY

WHAT IS IT?

Creative expression of an idea that is put into a fixed form.





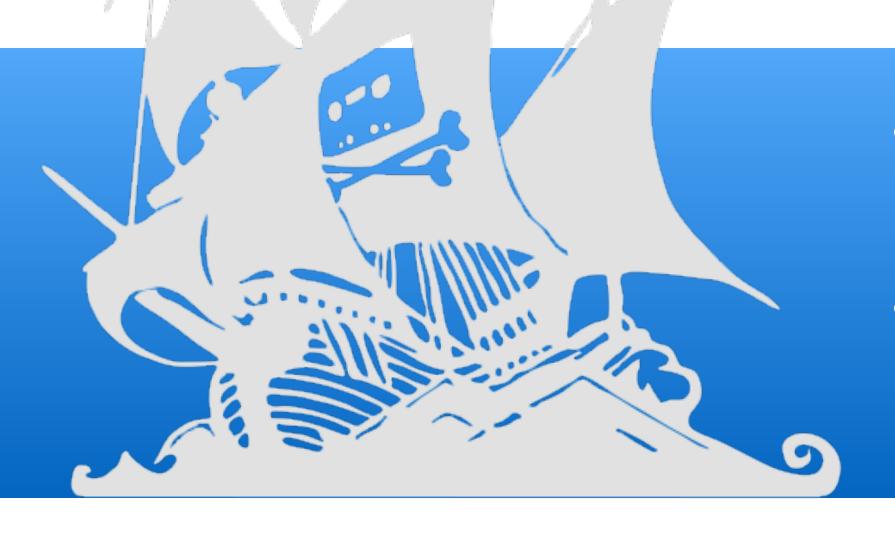
forums media media media media nedo print tweeting into print cemail social

blogs web social social social chatting blogs internet web potential blogs internet web potential blogs web print tweeting media print tweeting media print tweeting web internet media in



WHAT IS IT?

Making something available on the Internet sometimes creates a disconnect between the content creator and the end user.



- Even in its tangible forms, intellectual property can be difficult to understand and connect value to.
- The confusion increases when the intellectual property is creative content that can be digitally distributed over the Internet.

forums media media media media media print print computers social

headlines publishing social chatting blogs internet web press daily press info music media print tweeting media print headlines publishing music media blogs internet media internet me



If something that resembles or mimics your original idea is being used and you do not receive credit or royalties, people are stealing from you the rightful owner.



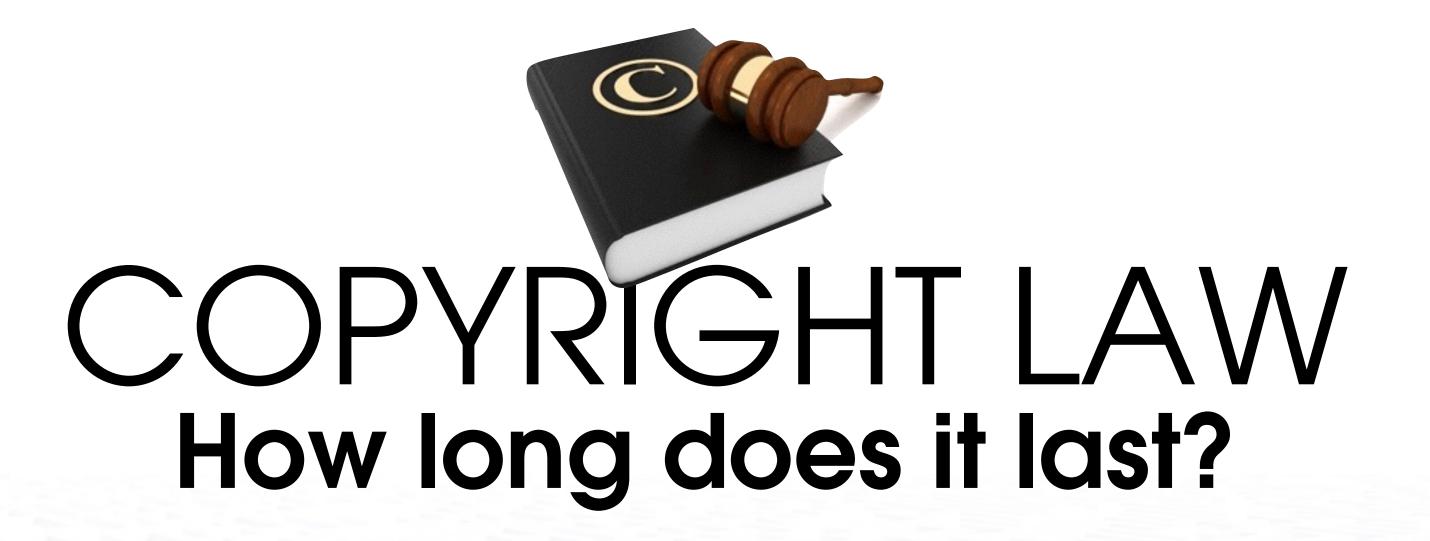
COPYRIGHT LAW

Copyright is a law that protects your control over the creative work you make so that people have to get YOUR permission to do (or authorize others to do) these things:



- Reproduce the work;
- Distribute copies of the work to the public by sale or other transfer of ownership, or by rental, lease, or lending;
- To perform the work publicly;
- To display the work publicly;
- To create derivative works; (that means to create new works based closely on the original, such as a translation of a book from one language into another, or changing an artwork by re-mixing the colors, or making a book into a movie, or rewriting the lyrics to a song.)







- For individuals: 70 years after death of creator.
- For corporations: 95 years from first publication, or 120 years from its creation.
- After that it becomes known as "Public Domain" and is open for everyone to use.









GET PERMISSION P

- If someone wants to use a copyrighted work, unless it says otherwise, they have to first get permission from the creator. To get permission, you can email, call, or write a letter to the creator.
- The only exceptions to this are, public domain, fair use and Creative Commons.

biess IIGAN 2

headlines publishing social chatting blogs internet web protection with the press into the press into the press into the press into the print tweeting media print tweeting web internet media print tweeting web internet media print tweeting music media print tweeting web internet media internet music media press into the press into the press into the pressure of th



The understanding that you will use someone else's work in an educational manner and not to make profit or steal profit from the original creator.

How can you tell if you are being fair to be in grish and the press print social web print





FOUR FACTORS

Critical Commercial PURPOSE Educational Non - Profit

Unpublished More "Creative"

NATURE

Published More "Factual"

LESS FAIR

Larger amount (proportionately)
Borrowing from the
"heart of the work"

AMOUNT & SUSTAINABILITY

(OF THE SOURCE WORK)

Smaller amount (proportionately)
Borrowing from more
peripheral elements

Harm to the market for the work

EFFECT ON THE POTENTIAL MARKET

(FOR THE SOURCE WORK)

No market harm

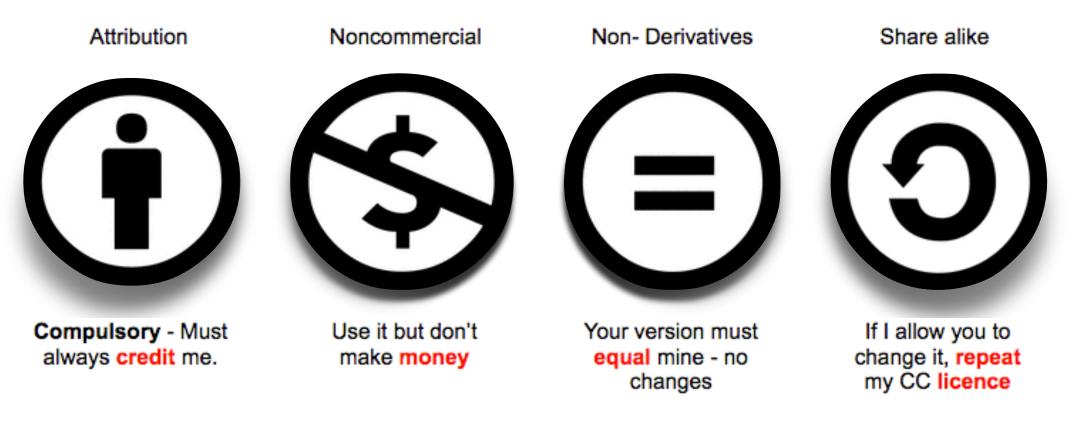


MORE FAIR



Cc Creative Commons

Is a website that you can use to copyright your own ideas or cite that you are using someone else's with designated symbols.







is copyrighted.

That's why you rarely see it used in movies...because the producers would have to pay for it!







Created by ruling authorities to protect the public from "offensive" material and messages.

4 MOTIVES OF CENSORSHIP

MILITARY

POLITICAL

RELIGIOUS

CORPORATE





MILITARY

- Set up to prevent any chance of jeopardizing military operations
- During war all photos and stories must be first sent to DOD for approval

During the Vietnam War a picture managed to sneak through and get published in news papers.







POLITICAL

 Politics represent a group of people's beliefs. Political censorship is when a represented group takes something down because it goes against their beliefs.

EXAMPLES



Stanford University Abortion Controversy





RELIGIOUS

• Destroying or denying a message that goes against spiritual beliefs.





1497- The Burning of Vanities in Italy



CORPORATE

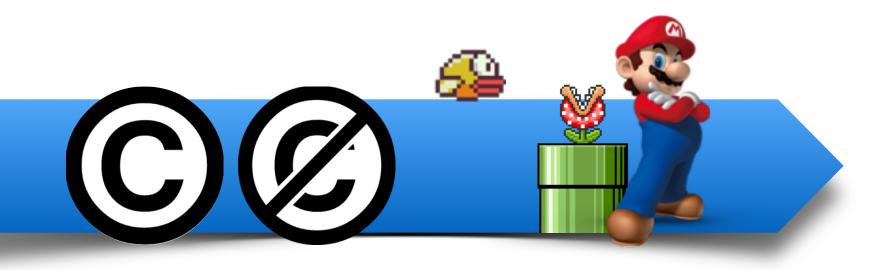
- If a company controls the medium. They control what messages they want to share on that medium. TV-RADIO-PRINT
- No company can fully control the internet, but they can come after you with cease and desist orders.



A fan created Toyota Yaris Image that Toyota claimed was their property



REVIEW



For **written work** be sure to cite your sources (tell where you got your information) either in the paper itself or by using a Works Cited page at the end.



For **creative content** that you are using from the web, apply the "Four Factors of Fair Use" and then cite your source, make significant changes, ask for permission to use, or make sure you're following the creator's wishes.

forums media media media media media print print print computers

press daily press into music media print weeting web internet web music music music music music music music music media print weeting media print media print music media print music musi



Stopping a message from being delivered in order to protect certain authorities.



RULES AND REGULATIONS