

Copyright Law

- Protects authors of original works including literary, dramatic, musical, artistic and certain other intellectual property
- Grants copyright holders the exclusive right to reproduce, perform, distribute, translate and publicly display their original works
- Covers both published and unpublished works, regardless of the nationality or domicile of the author
- Exists to foster creativity and spur the distribution of new and original works

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- Copyright protection exists from the moment a work is created in a fixed, tangible form of expression; it becomes immediately the property of the creator
 - Ownership of copyright-protected work permits lending, reselling, disposing of the item
 - Does not permit reproducing, publicly displaying or performing it or engaging in any of the acts reserved for the copyright holder
 - To legally use copyrighted materials, you must obtain permission from the copyright holders or a copyright licensing agent

Length of copyright

- Complicated but generally for the life of the creator + 70 years
- Copyright has expired for works published before 1923
 - Free to use without permission

Fair use

- Guideline, not law
- Allows the use of copyright-protected materials for commentary, parody, news reporting, research and education

Educational Fair Use Principles

- Employing copyrighted materials in media literacy lessons
 - Should be relevant to topic
 - Proper attribution and citation
- Student use
 - Strengthens their media literacy
 - Work containing copyrighted materials can be distributed to wide audiences if it meets the transformativeness standard
 - Proper attribution
 - Model real-life permission process

Determining Fair use





- What is the purpose and character of the use?
- What is the nature of the copyrighted work?
- What is the amount of the portion used?
- What is the effect of use upon the potential market for or value of the copyrighted work?

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- Did the unlicensed use “transform” the material by using it for a different purpose than that of the original, or did it just repeat the work for the same intent and value as the original?
 - Was the material used appropriate in kind and amount, considering the nature of the copyrighted work and of the use?
 - <http://www.youtube.com/watch?v=RZwM3GvaTRM>

Creative Commons

- Nonprofit providing free licenses and other legal tools to mark creative work with the freedom the creator wants to have it
- Can be used to change your copyright terms from “all rights reserved” to “some rights reserved.”
- Works alongside copyright

Creative Commons License Conditions

-  Attribution: allows others to copy, distribute, display and perform your copyrighted work and derivative works based on it
 - But only if they give the credit you request
-  Share alike: You allow others to distribute derivative work only under a license identical under a license that governs your work
-  Noncommercial: You let others copy, distribute, display and perform your work and derivative works for noncommercial purposes only.
-  No derivative works: You let others copy, distribute, display or perform only verbatim copies of your work, not derivative works based upon it.

Public domain

- Works not protected by intellectual property laws such as copyright, trademark or patent laws
- Anyone can use
- How did it become public domain?
 - Expiration of copyright
 - Failure to renew copyright
 - Dedication
 - No copyright protection for that kind