MODULE 8 - MY ONLINE RIGHTS

CHAPTER 2 INTELLECTUAL PROPERTY





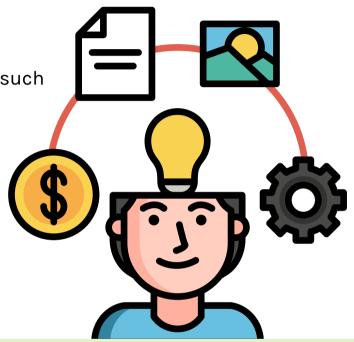
INTRODUCTION

Welcome to this online course on intellectual property! We will explore the basics to understand how to protect your creations, respect those of others, and navigate with confidence in the world of copyright, patents and trademarks. An essential introduction to enhance and secure your ideas.



Intellectual property refers to <u>all rights</u> relating to creations, such as:

- inventions,
- literary and artistic works,
- the denominations, the titles,
- logos, pictures or design etc.



Intellectual property rights protect the interests of their owners (inventors, applicants, etc.) by giving them **exclusive property rights** over their creations: owners can thus authorize or prohibit the use or reuse of their work.

This means that legally, without the author's permission, you do not have the right to use content protected by copyright.

2 HOW TO IDENTIFY COPYRIGHT OWNERS?

Can I use this work? What is its copyright status? The work is under The work is under copyright The work is in the a Creative (assume unless otherwise stated) public domain **Commons license** ſ CC 5 **Get Permission Use under Fair Use Use under CC** Use (reasonably) Fair Use is a legal Contact the **Creative Commons** You are free to use copyright holder and get their permission doctrine that allows the gives advance permission from the this, it's no longer use of copyrighted material under certain conditions. Use is more under copyright! But in writing to use their work. Be sure to still give proper attribution where creator to use their work under the possible and do not include the likely to be Fair Use if: terms of the CC permission in your attempt to pass the work off as your license. These terms often include assignment and It's for noncommercial, publicly attribute the educational purposes own. (Doing so is still plagiarism.) crediting the creator, work non-commercial It's used in a different use, or releasing the way or for a different new work under the purpose than the original (parody, commentary, mash-up, same CC license (share-alike). illustration) Only a small part of the work, like a cropped image or a short clip, is used

The fact that the content is subject to copyright does not automatically mean that its use is chargeable: what is important is the authorization of the owner of the rights and it can be free, or even given in advance to everyone (free licenses).