



Breakfasts 2015

Welcome to May's BIC Breakfast:
Global Licensing – Distributing Content Worldwide

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Intellectual
Property
Office

Intellectual Property

An overview of Copyright



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Business Outreach & Education

Intellectual Property Office

**Executive Agency within Department of Business, Innovation
and Skills (BIS)**

**1000+ staff based in Newport, South Wales, 50 based in
Victoria, London**

**Our task is to help stimulate innovation and raise the
international competitiveness of British industry through
Intellectual Property Rights (IPR)**



IP Survey

96% of UK businesses do not know the value of their Intellectual Property Rights

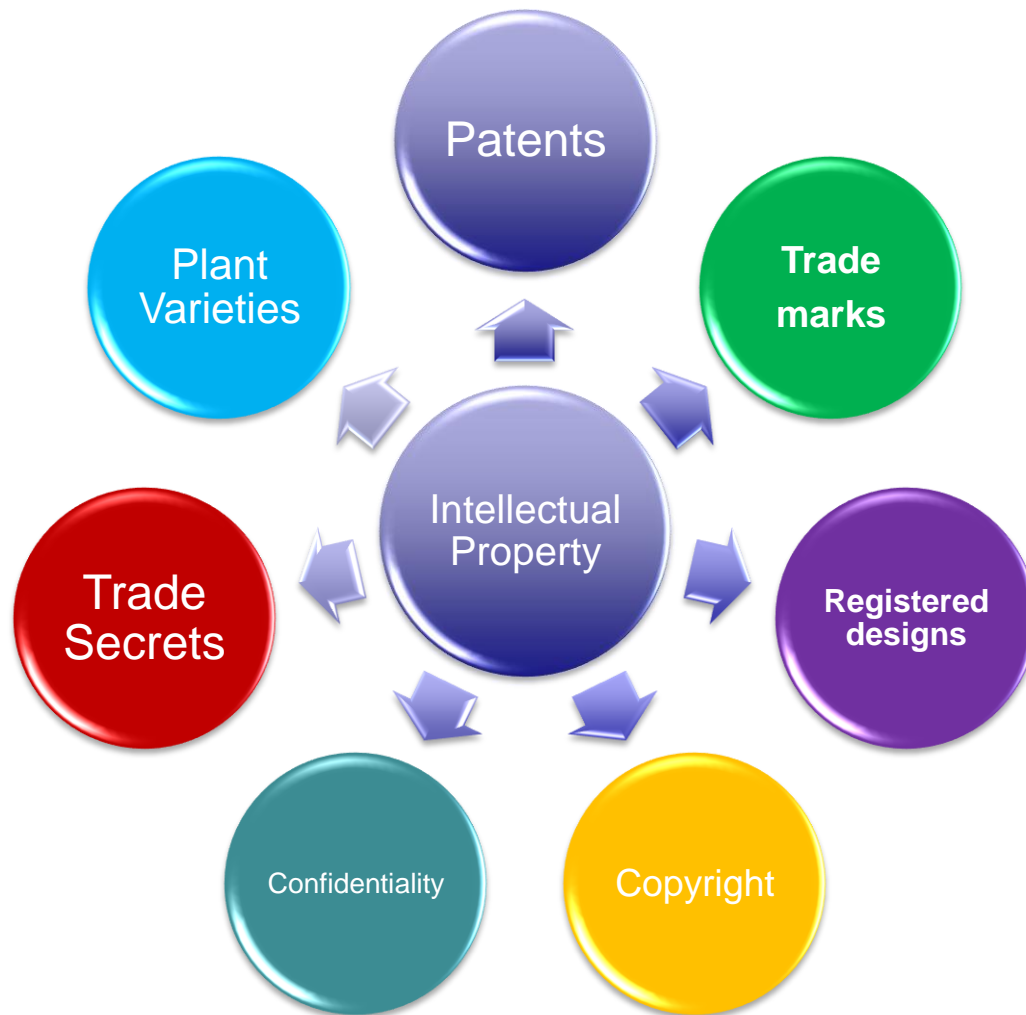
74% of UK businesses could not correctly identify the owner of copyright when using a subcontractor

70% of delegates who we spoke to acted upon the information they received

Our Twitter followers rose from 21,000 in April 2013 to 35,000 by March 2014



What is intellectual property?



What Copyright protects

Books, technical reports, manuals, databases

Engineering, technical or architectural plans

Paintings, sculptures, photographs

Music, songs, plays, dramatic works


Promotional literature, advertising

Films, videos, cable or radio broadcasts

Websites & Computer software



How to get copyright protection

- No official register, no forms, no fees
 - Special delivery post, date stamped and unopened
 - Lodge the work with a solicitor/IP specialist
 - Unofficial registers
 - Why not mark it with a ©
- 

International considerations: Artistic works

Andrew Ainsworth

Vs

Lucasfilm



copyright exceptions which came into force on 1st October 2014

- Personal copying for private use
- Parody, caricature and pastiche
- Quotation


Subject to fair dealing



What is fair dealing?

- A legal term used to establish whether the use of the work is lawful or infringing.
- No statutory definition, each case is considered on its own merits.

Factors include:

- Does the work affect the market of the original work? Does it cause loss of revenue, etc?
 - Is the amount taken reasonable and appropriate?
- 

I own copyright, what can I do with it?

Assignment – This transfers either the full or partial ownership of the copyright from the author to the assignee

Licence – A licence gives someone permission to do the acts which the copyright owner is entitled to authorise or prohibit without infringing copyright

Licensing

What are you licensing?

Patents, trademarks, designs,
copyright

Know how- show how

Confidential information

Do you own it?

Who are you licensing to?

Services from the IPO

Mediation

Call Centre

IPSUM

Search (on-line)

Opinions

Health -Check

Lambert tool kit

IP for Business

Copyright notices Service

Intellectual property – guidance

Copyright notices

From: Intellectual Property Office
First published: 19 May 2014
Last updated: 2 February 2015, see all updates
Part of: Copyright, Intellectual property and Business and enterprise

A copyright notice is a concise note published by the Intellectual Property Office (IPO) providing basic copyright guidance.

Contents

- [1. Benefits of the copyright notice service](#)
- [2. Limitations of the service](#)
- [3. Audience](#)
- [4. Using the service](#)
- [5. Next steps](#)
- [6. Other benefits](#)
- [7. Prioritisation criteria as of 1 July 2013](#)
- [8. Published notices](#)

1. Benefits of the copyright notice service

The copyright notice service allows anyone to ask us to provide basic guidance on an area of copyright law where there is particular confusion or misunderstanding.

It is therefore intended to make a significant impact over and above the general background to copyright law which we already provide.

A copyright notice is intended to provide an authoritative, impartial and reliable point of reference.

2. Limitations of the service

The copyright notice service does not intend to deal with specific disputes which are primarily of interest only to the parties concerned.

It does not make new law and it does not issue a direction to a judicial making body. It is not a substitute for a legal case and it is not the same as a statutory piece of legislation.

[Digital images, photographs and the internet](#)

[Assignment of copyright](#)

[Performance of live music](#)

[Knitting and sewing patterns](#)

<https://www.gov.uk/copyright-notices>



IP Healthcheck - Free online diagnosis



Local Help and Support

Business & IP Centres

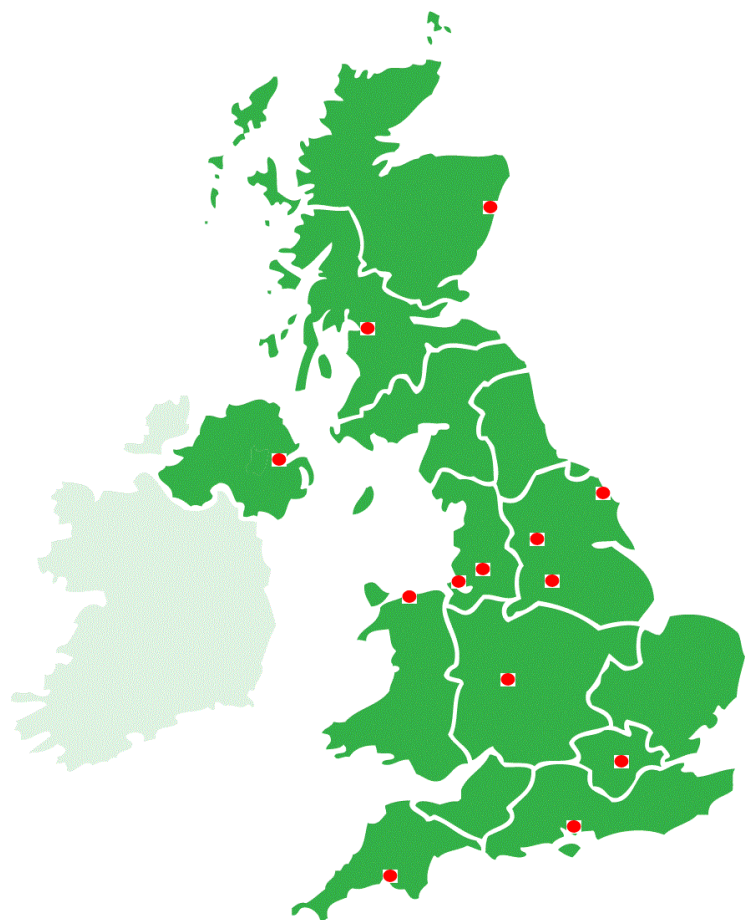
- Sheffield
- Leeds
- Newcastle
- Manchester
- Liverpool
- Birmingham

British Library:

- London

Patent Libraries

- Plymouth
- Portsmouth
- Llandudno
- Northampton
- Belfast
- Glasgow
- Aberdeen
- Hull



International Help and Advice

Attaches

- India Anshika Jha
 - China Tom Duke
 - Brazil Sheila Alves
 - ASEAN Region Christabel Koh
-
- UK Trade and Investment (UKTI)
 - Passport to Export
 - Overseas Market Introduction Service

www.gov.uk/ukti



Services and guidance

- Copyright
- Designs
- Law and practice
- Patents
- Trade marks



17 September 2014 — News story
Take a tour of IPO's new website
 Intellectual Property Office website has moved to GOV.UK/ipo.



17 September 2014 — News story
Intellectual Property Office 1st October legislation changes
 Detailed guidance on 1st October legislation changes.



17 September 2014 — News story
Sean the sheep Cracking Ideas design challenge
 Join Sean the sheep in an intellectual property related design challenge.



17 September 2014 — News story
IPO launches new blog platform
 A blog on the work of the IPO. Contributors are IPO staff and invited industry experts from the world of IP.



17 September 2014 — News story
IP for business: advisers and support
 Find Intellectual Property business advisers in your region and get help choosing an advisor.

Latest
Take a tour of IPO's new website
 published 17 September 2014 News story
IP for business: advisers and support
 published 17 September 2014 News story
 Get updates to this list
 email feed
[See all](#)

What we do

We're the official government body responsible for intellectual property (IP) rights in patents, designs trade marks and copyright.
 IPO is an executive agency, sponsored by the [Department for Business, Innovation & Skills](#).
[Read more about what we do](#)

- Follow us**
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 - IPO on LinkedIn
 - IPO Blog
 - IPO on YouTube
 - IPO on Facebook

Gov.uk/ipo - 0300 300 2000
 Information@ipo.gov.uk

Thank You

Chris Smith

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Follow us on
Twitter

@The_IPO



BIC BREAKFAST

Global Licensing

Distributing Content Worldwide

Emma House
Director of Publisher Relations
The Publishers Association

AIMS OF TODAY

Content Protection

Content Licensing

PROTECTING YOUR COPYRIGHT



PROTECTING YOUR COPYRIGHT

UK COPYRIGHT SERVICE

<https://www.copyrightservice.co.uk/protect/>

- [Ensure your work is properly marked](#)
- [Register your work](#) (voluntary)
- [Keep or register supporting evidence](#)
- [Agreement between co-authors.](#)

COPYRIGHT EDUCATION

<http://whatcanidowiththiscontent.com/>



What can I do
with this content?

TACKLING INFRINGEMENT

- In the UK
- Internationally
- Digital Piracy
- Physical Piracy

PA COPYRIGHT INFRINGEMENT PORTAL

1) Manual Service

Provides user with the ability to include titles to be searched daily against our list of infringing websites.

From the results of these searches the user is responsible for all parts of the notice serving process including verification to ensure notices issued to infringing websites are accurate.

PA COPYRIGHT INFRINGEMENT PORTAL

2) Managed Service

The publisher supplies a list of titles and all the searching, verification, issuing of notices and monitoring is managed by The Publishers Association. No further input is required from the publisher beyond the provision of the original title data.

The publisher can also alert the PA to any specific new infringement they have identified e.g. a new infringing website or torrent not currently included in regular search.

SITE BLOCKING

Section 97a of the UK Copyright Act Injunctions Against Service Providers

The High Court (in Scotland, the Court of Session) shall have power to grant an injunction against a service provider, where that service provider has actual knowledge of another person using their service to infringe copyright.

SITE BLOCKING

**More information and list of
blocked sites in the UK**

[https://wiki.openrightsgroup.org/
wiki/Website blocking](https://wiki.openrightsgroup.org/wiki/Website_blocking)

WHY LICENCE YOUR CONTENT?

- 1) Commercial Imperative
- 2) Political Imperative
- 3) Anti-Infringement Imperative

HOW TO LICENCE YOUR CONTENT

- 1) Primary Licencing
- 2) Permissions
- 3) Collective Licensing

DIGITAL SERVICES



IPRLICENSE.COM

IPR License is the online platform on which to acquire subsidiary book rights and permissions on a global scale.

Our bespoke technology allows you to offer, negotiate and complete on a raft of rights and licensing deals 24/7, all from the comfort of your desktop.

There are over 13 million records on the platform and our comprehensive search engine can help you find the titles you're looking for in your territory and genre of choice, all in a few quick clicks.

We make licensing work for you; you remain in control

PUBMATCH.COM

PubMatch Mission Statement:

To create a worldwide community for the publishing industry that encourages the creation of business relationships and the worldwide spreading of ideas.

PubMatch will facilitate communication, data warehousing and the simplification of rights marketing for publishers, agents, authors and others, making it the go-to place for the international publishing community to find new titles and new talent.

PERMISSIONS

TRANSACTIONAL LICENSING

Permission to use part of a work for commercial and non-commercial use on an individual basis

THE **PUBLISHERS**
ASSOCIATION

PLS **CLEAR**

PLSCLEAR

PLSclear is a web-based tool that simplifies the re-publication permissions process for

- Publishers granting permissions and
- Publishers and authors requesting permissions.

PLSCLEAR

3 step process

- 1) Search and identify the current rights-holder
- 2) Complete the interactive questionnaire on intended re-use
- 3) Email your request to the right contact at the rights holder & then liaise with them directly.

PLSCLEAR

Version 2 of the service launches in July.

This introduces two useful new features:

automated license issuing for free of charge permissions. Publishers will be able to set the terms on which they will issue free of charge permissions, and the service will automatically issues licences on their behalf. Licensees will then get an immediate response.

Project management tools, which enable publishers and licensees to easily keep a record of their requests and review their current status.

COPYRIGHT HUB

<http://www.copyrighthub.co.uk/>



COPYRIGHT HUB MANIFESTO

- Simplifying (and where possible automating) licensing processes
- Providing creators (and those who manage their rights) with choice
- Pro-copyright but otherwise non-ideological
- Signposting sources of information and education about copyright
- Funded by industry, with funding for technology from Government

Summary of useful links

UK Copyright Service: <https://www.copyrightservice.co.uk/protect/>

ALCS Copyright Education: <http://www.alcs.co.uk/What-we-do/Copyright-education>

CLA Copyright Education: <http://whatcanidowiththiscontent.com/>

PA Copyright Infringement Portal: <http://publishers.org.uk/services-and-statistics/copyright-infringement-portal/>

PLSClear: <http://www.plsclear.com/>

CCC Copyright Portal: www.copyright.com

IPR License: <http://www.iprlicense.com>

Pubmatch: <http://www.pubmatch.com>

Summary of useful links

Copyright Hub: <http://www.copyrighthub.co.uk>

Section 97a of the UK Copyright Act:

<http://www.legislation.gov.uk/ukpga/1988/48/section/97A>

List of blocked sites:

https://wiki.openrightsgroup.org/wiki/Website_blocking

PA Site Blocking Action: <http://www.thebookseller.com/news/pa-succeeds-blocking-infringers>

The Content Map (legal services) : www.thecontentmap.com

Emma House
The Publishers Association
ehouse@publishers.org.uk