

# **Keeping your cool with copyright: what events planners need to know.**

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University of Michigan Events Planners

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# Copyright Office at the University of Michigan

- Role
  - Planning for dissertations
  - Publishing questions
  - Fair use
  - Information
  - Informal education
  - Practical and policy

# What is 'Intellectual Property'?

- Copyright ©
  - Protects creative expression
- Patent
  - Protects useful inventions
- Trademark ® SM TM
  - Protects corporate identities and products
- Trade secret
  - Protects formulas and processes that are not easily discovered



**UM ip**

## Communicators' Forum: Guidelines

<http://www.mmd.umich.edu/forum/guidelines>

Intellectual property and copyrights

Logos and trademarks

Logos and registered marks

University seals

Colors

+editorial style guide, consent to photograph  
form, news media access to UM property...

# **The Purpose of Copyright**

*United States Constitution, Article I, Section 8*

The Congress shall have Power...To promote the Progress of Science and useful Arts, by securing for limited Times to Authors and Inventors the exclusive Right to their respective Writings and Discoveries.

*Federal law embodied in Title 17 of the United States Code*

# Requirements for protection

- An original work of authorship
- Creativity (not much)
- Fixed in a tangible medium of expression

# What is copyright?

Copyright is a bundle of rights that starts with the creator:

- The right to reproduce the work
  - The right to distribute the work
  - The right to prepare derivative works
  - The right to perform the work
  - The right to display the work
  - The right to license any of the above to third parties
- 
- Term: life plus 70 – sort of –
  - Copyright Term and the Public Domain in the United States
  - <http://www.copyright.cornell.edu/resources/publicdomain.cfm>
- 
- No © needed – formalities – SO have to assume copyright where item says nothing about it.

# Fair Use – 17 USC 107

There is no easy formula for determining fair use, but there are four factors to consider:

- 1) The nature of the work (factual, creative)
- 2) The purpose of the use (educational, for-profit)
- 3) Amount of the work being used
- 4) The potential impact of the use on the market for the original.

# The Public Domain

Works in the public domain are free for anyone to use, without permission.

- Works *published* before 1923 (sold, offered for sale, leased...)
- Some works published between 1923 and 1963, but 'publication' complicates determination
- Works by the United States Government

# **Why is my job so hard?**

- Term extension without balance in fair use exceptions
- Changed expectations – print was slower, more ‘stuff’ associated with an event and marketing now, fluidity of non-print
- Reality based budgeting – may need to pay for copyrights – appropriately so in many cases
- Eg cause related marketing, fundraising not necessarily ‘noncommercial’

# **How am I going to use this image?**

- Credit/cite source
- If you need an image to use for a publication, you'll have to get permission from the copyright holder or use stock imagery made for this purpose. IT MAY BE EASIER AND CHEAPER!
- Make sure its ok to crop or change – moral rights in visual arts, especially non-US

# Do you want a free image or can you pay for the image?

- stock imagery or publishing images.
- If you're willing to pay a little bit, it won't be difficult to find a stock image that you can use for the web or other publications.
- some free stock image sites with more limited collections. You can find a listing of these on the Image Databases listing on the AAE Library homepage.
- Rebecca Price advice:
- “Determining these things about an image before you start looking will help reduce the time it takes you to find the image. Choosing the right resource to search is a big piece of the puzzle. While AP images, UM Image services, and Creative Commons are all good for general searches, check subject and image database listings for more specific sources.
- For more information on searching for images or database resources: <http://www.tasi.ac.uk/advice/using/finding.html> “

# Free Access Databases

- [ArchNet Digital Library](#) Online resource for ArchNet, an online community devoted to the study of Islamic architecture, art, and culture.
- [Arounder -- Travel in 360-degree Quicktime](#) 360-degree Quicktime panoramic views of monuments in many European and some American cities.
- [ArtServe, Australian National University](#) This site provides thousands of images (including panoramas) of art and architecture, primarily of the Mediterranean Basin and Japan. Many other countries are represented as well.
- [Catena: Digital Archive of Historic Gardens & Landscapes](#) Searchable collection of historic and contemporary images of landscape design centered on the Italian Villa.
- [Cities Around the World](#) A database of over 6,000 digital images representing over 450 cities from the photographic collections of Harrison Forman and Harold Mayer.
- [Design Center for American Urban Landscape Image Database](#) DCAUL Image Bank contains over 17,000 images related to urban design issues (focusing on the Twin Cities metropolitan region).
- [Flickr : The Commons](#) Public domain photography collections supplied to Flickr by museums around the world.

- [Making of Ann Arbor](#) A web resource where one can browse and search images and maps relating to Ann Arbor's history and development.
- [Digital Imaging Project \(Mary Ann Sullivan\)](#) Images of architecture from around the world -- provided by Prof. Sullivan, Bluffton College
- [NYPL Digital Gallery](#) Over 685,000 images from the NY Public Library's image collection.
- [Society of Architectural Historians \(SAH\) Image Exchange](#) SAH Image Exchange is an image database for teaching architectural history. Illustrated monuments span history and geography.
- [Skyscrapers.com](#) A searchable database with images and statistics to over 80,000 high-rise buildings from around the world. (The images may not be downloaded.)
- [Vitruvio](#) A searchable database of historical and contemporary architecture as well as architectural forums and resources.
- [World Images](#) A database of over 50,000 images including many areas of imagery (art, architecture, science, etc.).
- [Canadian Architecture Archives ImageBank](#) Images of works by Canadian architects.

# More stuff

- Library of Congress
- Presidential Libraries
- Creative Commons and search engine
- Survey of UM Resources on Architecture  
<http://www.si.umich.edu/umarch/survey.html>
- Visual Resources Center | MLibrary  
<http://www.lib.umich.edu/visual-resources-center>

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