

# Dealing with IP Rights

**Intellectual Property** is an idea or a thing that someone has created, designed or owns

It means that a media producer can't just use images or other assets they find

They have to **do things** to deal with the copyright, patent and trademark issues

# Dealing with IP Rights

Copyright is much tougher if you're producing a **commercial product**

That means, a product you're getting paid to produce

Because you're getting paid you have to make sure that you pay the IP rights holder as well. It's really not OK just to rip someone off

# Dealing with IP Rights

What can be done by media producers?

1. use **open source** images
2. use **creative commons** images
3. use images under a **fair use** deal
4. pay for images
5. create your own images

# Dealing with IP Rights

**1. Use open source images** - some images are made freely available to anyone to use. There are copyright free for any purpose

There are lots of excellent places to get open source images from

# Dealing with IP Rights

**2. Use creative commons images** - these images can be used under certain conditions

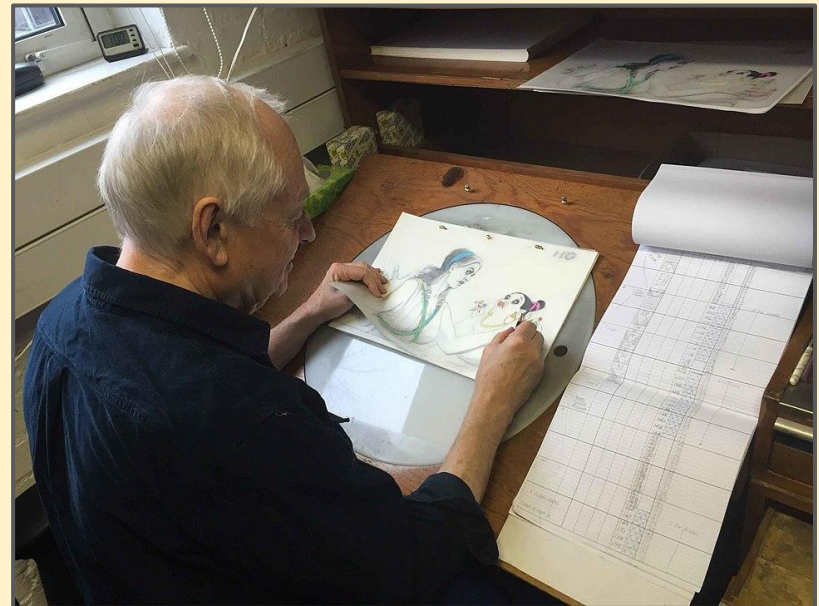
Usually you have to attribute the image - say who produced it and provide a link to their work

You still might not be able to use an image commercially - it depends upon the exact license being used

# Dealing with IP Rights

Most of the images I use on my slides are, like the one on the right, **open source images**. I can use them any way I want.

The one on the left isn't and needs an attribution added



# Dealing with IP Rights

This is a image I used on the Jobs in the Media Industry slides. It is a **Creative Commons image** that I had to **attribute** and link to

The symbol on the original image links to a license



The license tells me that I can use it if:

- I say who produced it
- provide a link
- if I make any changes I have to share them under the same terms



Image by [Ilmicrofono Oggiono](#) on Flickr. Used under a [Creative Commons Attribution license \(CC BY 2.0\)](#)

# Dealing with IP Rights

**3. Use fair use images** - sometimes it's OK to use images under a fair use deal

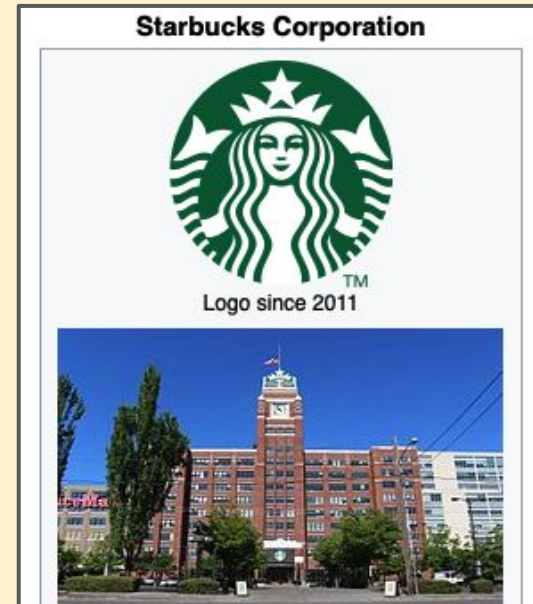
For example, teachers can often use images in schools - if they don't sell them

Sometimes images can be used at a very small size only - for example, to show a company's trademarked logo



# Dealing with IP Rights

The Starbucks logo is used on Wikipedia under a fair use deal to represent the company but can only be used on one page



TM

This is a **logo** of an organization, item, or event, and is protected by **copyright** and a **nonregistered trademark**. The use of **low-resolution** images on the **English-language Wikipedia**, hosted on servers in the United States by the non-profit **Wikimedia Foundation**, of logos for certain uses involving identification and critical commentary may qualify as **non-free use** under the Copyright law of the United States. **Any other uses of this image, on Wikipedia or elsewhere, may be copyright infringement.** Certain commercial use of this image may also be trademark infringement. See [Wikipedia:Non-free content](#) and [Wikipedia:Logos](#).  
Use of the logo here does not imply endorsement of the organization by Wikipedia or the **Wikimedia Foundation**, nor vice versa.

I'm using the logo here under the same sort of fair use deal to illustrate, for non-commercial and educational use only the idea of a fair use image. Hopefully that keeps Starbucks' lawyers off my back...

# Dealing with IP Rights

**4. Pay for images** - this is the easiest way to do it for commercial products


But it can get expensive. For example, TV shows often can't play hit songs on them because of the price

# Dealing with IP Rights

I used a ship image in a presentation

I could have opted to pay for it and to be able to use any way that I wanted. I chose to use the free version and had to attribute it

Get This Icon ✕

 Ship

**NounPro Unlimited** \$3.33 /month paid yearly

**Best value**


Yearly  Monthly

Get millions of SVG/PNG icons, editing & apps. Royalty-free license supports creators. No attribution required.

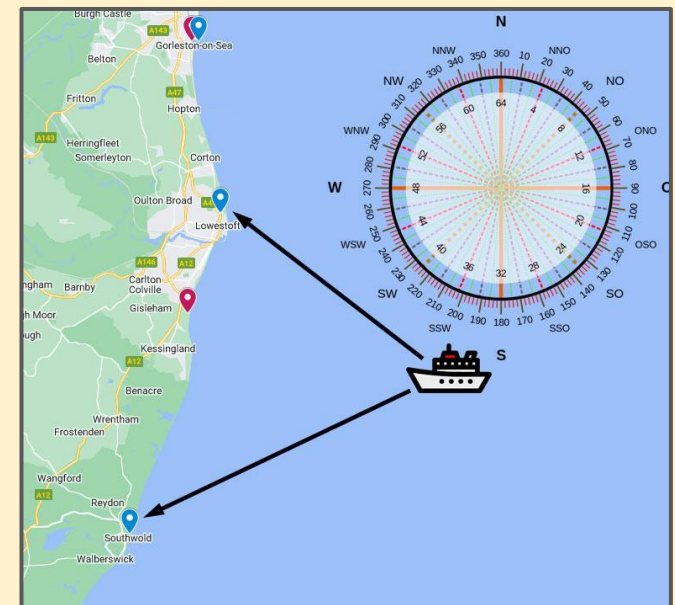
**Single Pro Download** \$2.99

Royalty-free license, black only. No attribution needed. Purchase supports creator.

**Basic Download** \$0

Black only, no edits. Must attribute creator per Creative Commons license. 

[Continue](#)




Ship by Arthur Shlain from [Noun Project](#) (CC BY 3.0)

# Dealing with IP Rights

The ship icon was cheap. Other images can be expensive...

India v England - ICC Men's Cricket World Cup India 2023

LUCKNOW, INDIA - OCTOBER 29: Mark Wood of England and Shubman Gill of India shake hands following the ICC Men's Cricket World Cup India 2023 between India and England at BRSABVE Cricket Stadium on October 29, 2023 in Lucknow, India. (Photo by Gareth Copley/Getty Images)



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PURCHASE A LICENCE

Standard editorial rights | Custom rights

How can I use this image? ?

<input type="radio"/> Small	£150.00
<input type="radio"/> Medium	£275.00
<input checked="" type="radio"/> Large	£375.00

4917 x 2910 px (41.63 x 24.64 cm)  
300 dpi | 14.3 MP

£375.00 GBP

ADD TO BASKET

GET THIS IMAGE FOR £340

Image used to illustrate the fees charged by agencies such as Getty Images. Used at small scale, with a watermark under a fair use rationale for non-commercial and educational purposes only.

# Dealing with IP Rights

**5. Produce your own images** - take your own photos, employ a photographer, make your own logos or diagrams

Big media producers will have people employed to do this. Small ones might need to hire a freelance artist or photographer

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## Watermarks and symbols

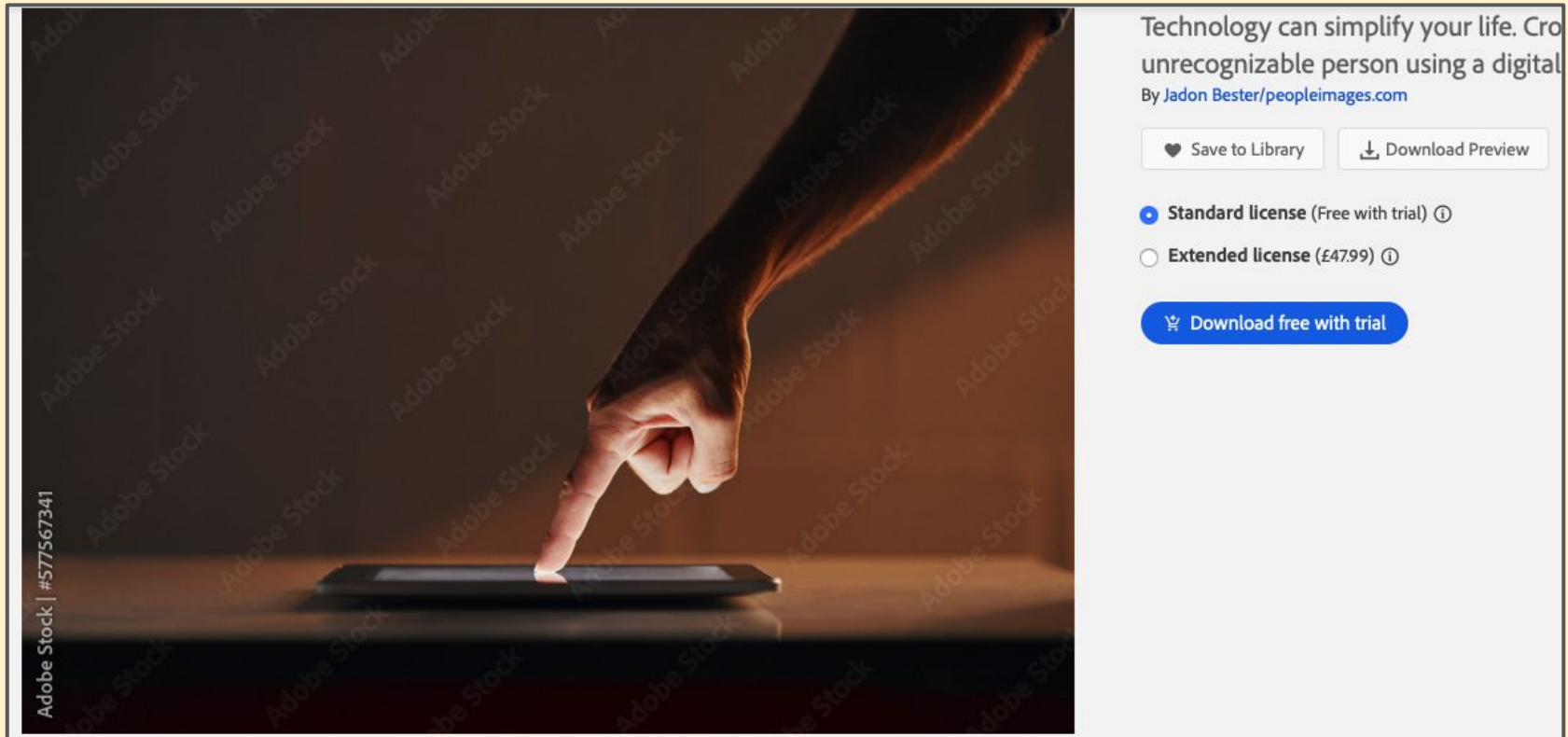
Watermarks are used to stop people using images that they shouldn't. They can't be legally removed

Symbols such as © show that something is copyright - but you should always assume an image is unless it says otherwise. ® is used for sounds to show copyright. ™ is used for trademarks. CC is used for Creative Commons



# Dealing with IP Rights

Example of a watermarked image:



Yeah, I'm using this under a fair use rationale as well - for the same sort of reasons...