



Intellectual Property on the Web

Case Studies



Discussion Points

- Brief review of previous IP lecture
- Risks and benefits!
 - Who will be able to see? How many? Whom will the rights owners be able to sue? Is it worth their while?
 - See University Guidance on Using Copyright Materials
- Finding appropriate material
 - Finding copyright free material
 - Use Google Image Search
 - Finding licensed material
 - Use commercial image libraries *e.g.* iStockPhoto
- Checking resources
 - Using Google Image Search
- Using Creative Commons
 - How to grant people the right licenses
- When do you own your copyright? When are you licensed to use it?
 - The University rules
- Trademarks
 - What if you have a guest lecture from IBM – how do you use the logo and trademark to publicise their involvement?

You hold a Star Wars Lecture series, with students and lecturers giving 6 talks about aspects of science from the science fiction franchise. You are going to put the talks on YouTube for publicity. What do you have to consider to avoid being sued by Disney or the University?

University Guidance on Making Recordings

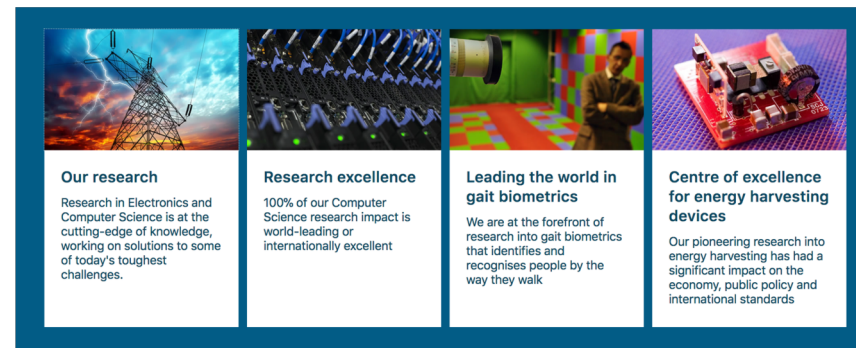
- Advice on “Inclusion of Material which is not owned by or licensed to the University”
 - See appropriate section in <https://elearn.southampton.ac.uk/panopto/legal/lecture-capture-guidance/>
- Check out the “rights release” forms for staff and students in images and videos
 - <https://elearn.southampton.ac.uk/panopto/legal/>

Your Copyright or the University's?

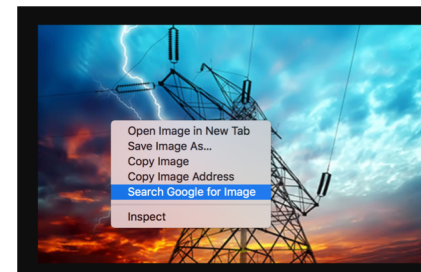
- Google the following to find the University current rules
 - `site:southampton.ac.uk copyright intellectual property`
- Do you own the copyright in a report you submit for assessment?
- Could you commercialise your final year BSc (or summer MSc) project?
- Could I turn my lectures into a Netflix special?
 - *NB Please confine your answers to “could” not “should”. Thank you.*

Whose Copyright Was This?

- Go to the ECS homepage www.ecs.soton.ac.uk in Chrome
- Look for these images. Did we steal them? Where did they come from? What is your opinion? *Are we at risk?*

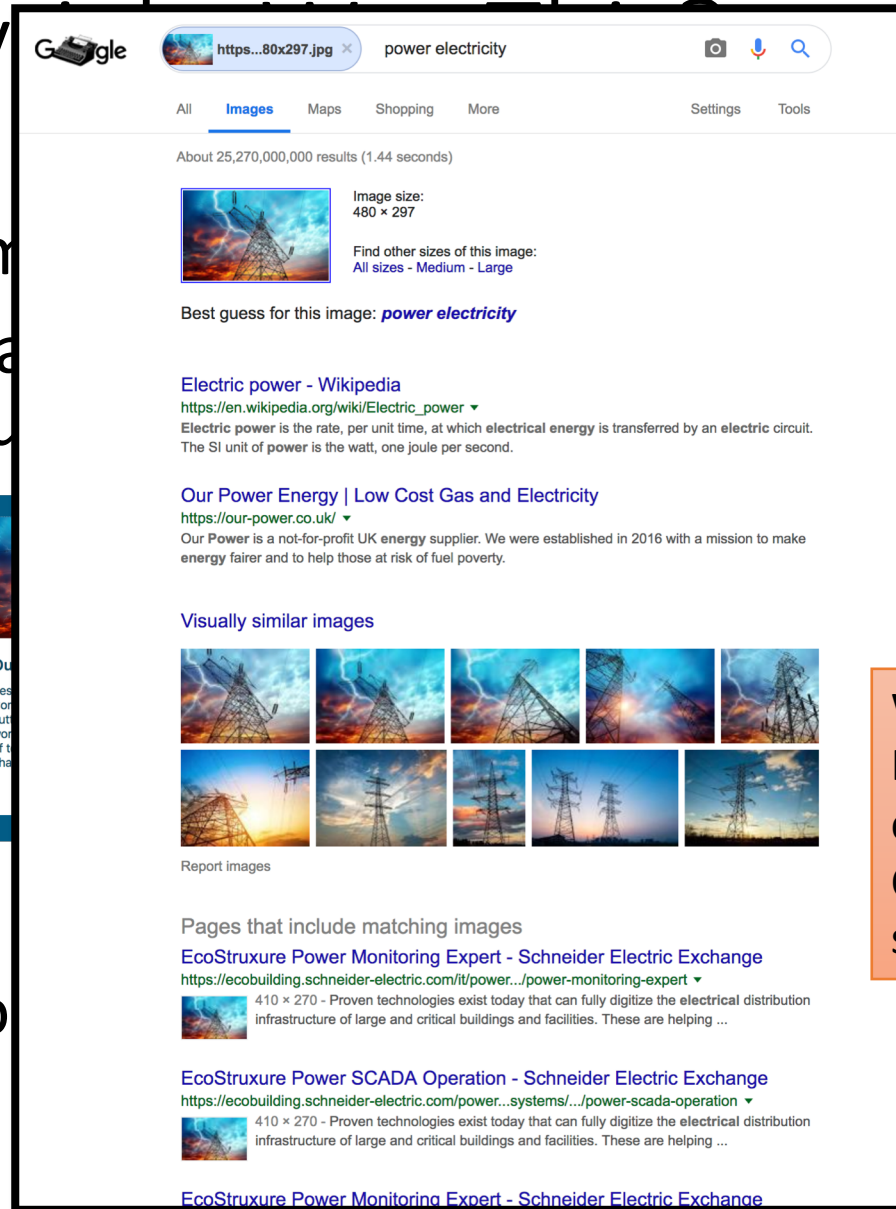


- Open each image in a new tab
- Search for it in Google Image



Whose Copy

- Go to the ECS homepage
- Look for these images from? What is your source?
- Open each image in Chrome
- Search for it in Google Images



The screenshot shows a Google Images search for "power electricity". The search bar contains the URL "https://...80x297.jpg" and the text "power electricity". The search results show "About 25,270,000,000 results (1.44 seconds)". The first result is an image of a power line tower with a lightning bolt. The image size is 480 x 297. Below the image, it says "Best guess for this image: **power electricity**". There are three search results listed below:

- Electric power - Wikipedia**
https://en.wikipedia.org/wiki/Electric_power
Electric power is the rate, per unit time, at which electrical energy is transferred by an electric circuit. The SI unit of power is the watt, one joule per second.
- Our Power Energy | Low Cost Gas and Electricity**
<https://our-power.co.uk/>
Our Power is a not-for-profit UK energy supplier. We were established in 2016 with a mission to make energy fairer and to help those at risk of fuel poverty.
- Visually similar images**
A grid of 10 smaller images of power line towers.

Below the similar images, there are sections for "Report images", "Pages that include matching images", and two results from "EcoStruxure Power Monitoring Expert - Schneider Electric Exchange":

- EcoStruxure Power Monitoring Expert - Schneider Electric Exchange**
<https://ecobuilding.schneider-electric.com/it/power.../power-monitoring-expert>
410 x 270 - Proven technologies exist today that can fully digitize the electrical distribution infrastructure of large and critical buildings and facilities. These are helping ...
- EcoStruxure Power SCADA Operation - Schneider Electric Exchange**
<https://ecobuilding.schneider-electric.com/power...systems.../power-scada-operation>
410 x 270 - Proven technologies exist today that can fully digitize the electrical distribution infrastructure of large and critical buildings and facilities. These are helping ...

At the bottom, there is another result for "EcoStruxure Power Monitoring Expert - Schneider Electric Exchange".

in Chrome
Where did they come

What can you learn from this page?
How many web sites are using the content?
Can you identify the likely original source?

Trademarks



- Is this the right use of the  trademark?
- See <https://www-03.ibm.com/press/us/en/photo/20190.wss>