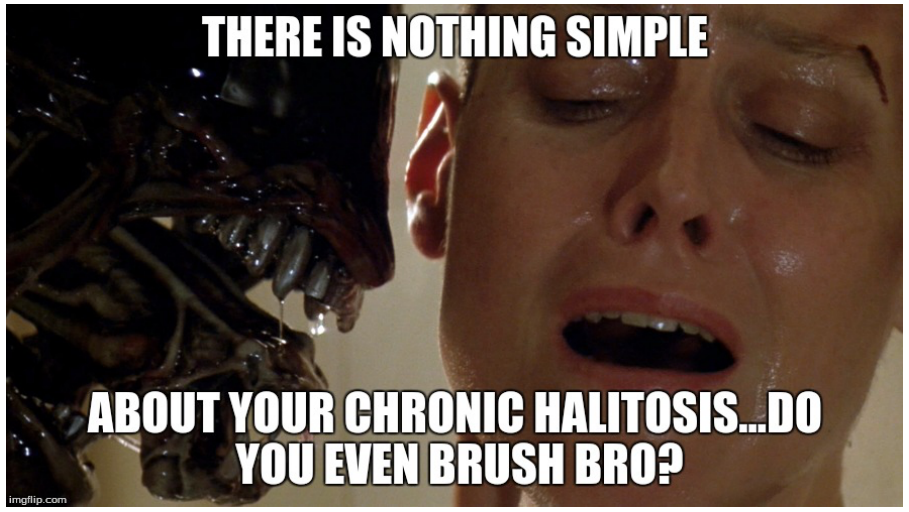


Intellectual Property on the Web

Case Studies

Discussion Points

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?

- 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?

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/

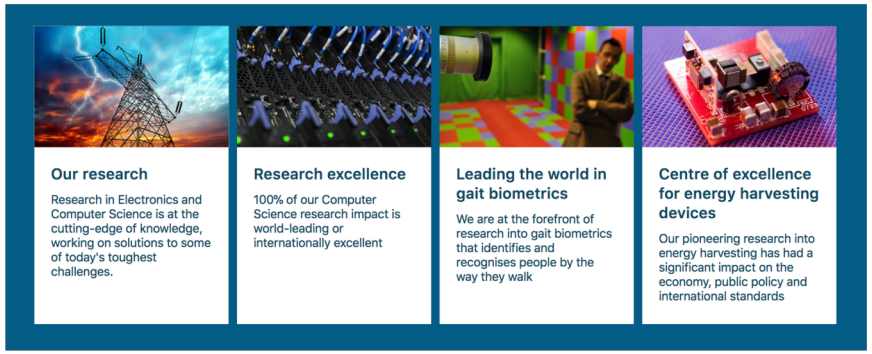
Your Copyright or the University's?

- Google the following to find the University current rules
  - site:southampton.ac.uk copyright intellectual property

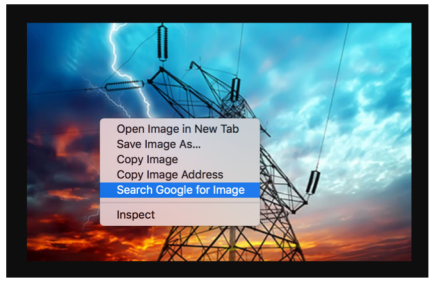
- Do you own the copyright in a report you submit for assessment?
- Could you commercialise your final year BSc (or summer MSc) project?
- Could I turn my lectures into a Netflix special?
  - *NB Please confine your answers to "could" not "should". Thank you.*

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?*



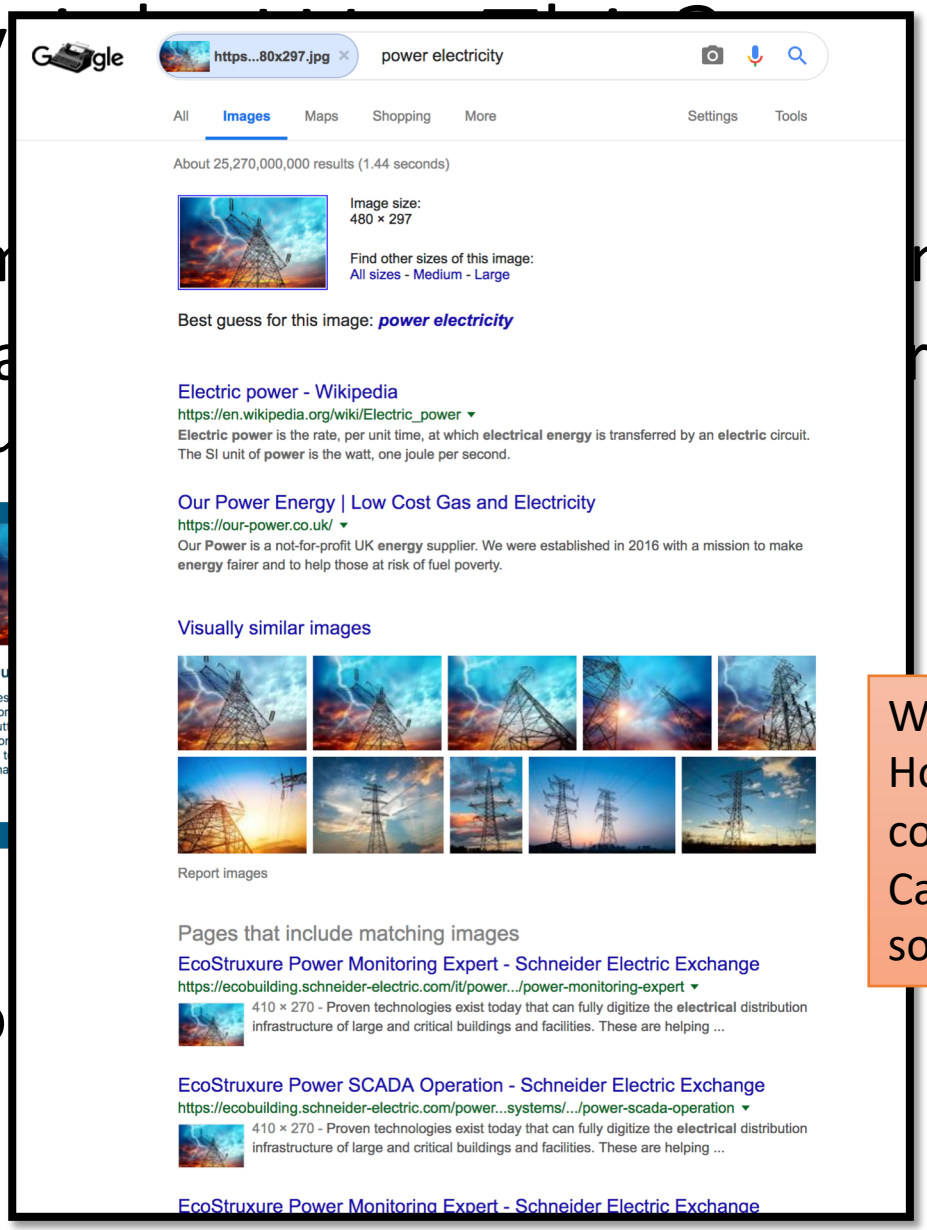
- Open each image in a new tab
- Search for it in Google Image



Whose Copy

- Go to the ECS hom
- Look for these ima
  from? What is you

- Open each image
- Search for it in Go



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