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IP and Copyright: Licensing & Protecting within DAMS

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The information provided within this presentation is an opinion and should not be construed as legal advice.



What I'm covering today

- Hello and who are we?
- IP – what IP?
- Why is IP important?
- IP and DAMS: Top Tips
- Questions

Hello and who are we?



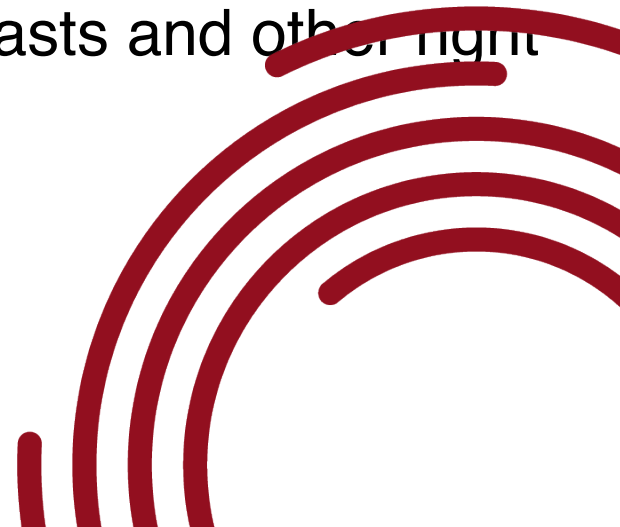
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What is a DAMS?

- Organising
- Storing
- Retrieving
- Licensing

Photos, images, music, films, sound recordings, animations, podcasts and other right multimedia content.



IP – what do we mean?

- Copyright
- Moral rights
- Trade marks
- Design rights
- Database rights
- Performers rights

- Don't forget other rights like privacy rights!



Why is IP important?

- Legal compliance
- Risk management
- Organisational asset
 - Underpinning business models
 - Supporting strategic objectives
 - Collateral and financial leverage
- Enabling access and engagement



Issue 1: Multiplicity

- Multiple layers of different types of IP and other rights
- Multiple activities across any one organisation
- Storage of content, metadata & licensing in multiple systems
- Multiple number of staff, contractors, volunteers involved in content acquisition, creation, commissioning and use



Issue 2: Connectivity

- Linking of content creation & processes to secure rights
- Connecting staff and their knowledge
- Connection of content & rights



Issue 3: Reliability

- Structure of data
- Lack of data
- Information captured only as good as staff knowledge
- Legacy content
- Image quality



DAMS and IP

Management of rights in a DAMS enables:

- Reduction in costs and human error
- Increase in efficiency
- Shoring up knowledge management black holes
- Reduction in risks of infringement
- Automation of content publishing and delivery
- Compliance with statutory, regulatory and policy requirements
- New ways to communicate and generate new revenue streams.

Identifying, valuing, managing, protecting and exploiting all good – but a DAMS vital to making this a reality....



What types of IP and licensing info might a DAMS hold?

- Layers of rights
- Licence terms and restrictions
 - Duration
 - Use
 - Territories
 - Cost
- Third party licensing information
- Client details



Final words

- IP Issues Multiplicity, Connectivity, Reliability: DAMS
- DAMS not a magic solution
- Needs to be supported by cultural change
- Needs to reflect relative sophistication in internal policies, processes and tools
- Takes time and investment of resources
- But: payoff invaluable



Thank you: keep in touch!

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