### Copyright Law

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### What is copyright law

- ► The copyright law as we know it is found in Title 17 of the United States Code.
- Is apart of The Copyright Act of 1976
- Copyright is a form of protection grounded in the U.S. Constitution and granted by law for original works of authorship fixed in a tangible medium of expression. Copyright covers both published and unpublished works.

### What does copyright protect

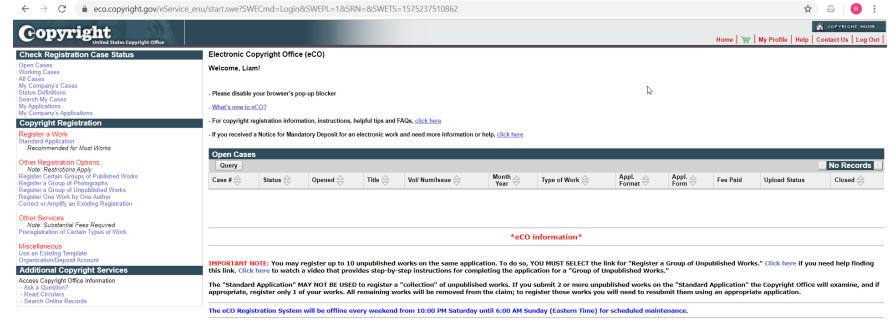
- Copyright, a form of intellectual property law, protects original works of authorship including literary, dramatic, musical, and artistic works, such as poetry, novels, movies, songs, computer software, and architecture. Copyright does not protect facts, ideas, systems, or methods of operation, although it may protect the way these things are expressed
- Copyright also lasts an extremely long time being the authors life + 70 additional years after they die

## Difference between Copyright and Trademark

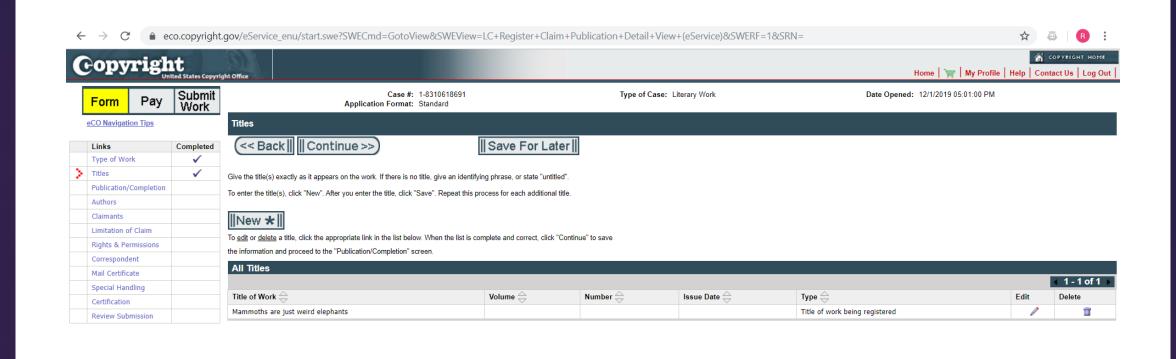
- ► Copyright protects original works of authorship, while a patent protects inventions or discoveries. Ideas and discoveries are not protected by the copyright law, although the way in which they are expressed may be.
- A trademark protects words, phrases, symbols, or designs identifying the source of the goods or services of one party and distinguishing them from those of others.
- For example Nike has a trademark on its name and their signature swoosh logo and slogan "just do it".
- ▶ But they would have a copyright of the design of the different shoes that they make.

# How does one go about copyrighting something they have created?

- ► That's simple
- ► The second your original work of authorship is fixed in a tangible medium "jpg, book, mp4, etc" it is automatically copyrighted.
- Official registration with the copyright office is necessary to enforce the exclusive rights of your copyright in litigation in the U.S Court System.
- Applications can be found on copyright.gov website



Type of Work: -Select--Select-Literary Work Work of the Visual Arts Sound Recording Work of the Performing Arts Motion Picture/AV Work Single Serial Issue





Privacy Act Notice: Sections 408-410 of title 17 of the United States Code authorize the Copyright Office to collect the personally identifying information to give legal notice of your copyright claim as required by 17 U.S.C. § 705. It will appear in the Office's online catalog. If you do not provide the information requested, registration may be refused or delayed, and you may not be entitled to certain relief, remedies, and benefits under the copyright law.

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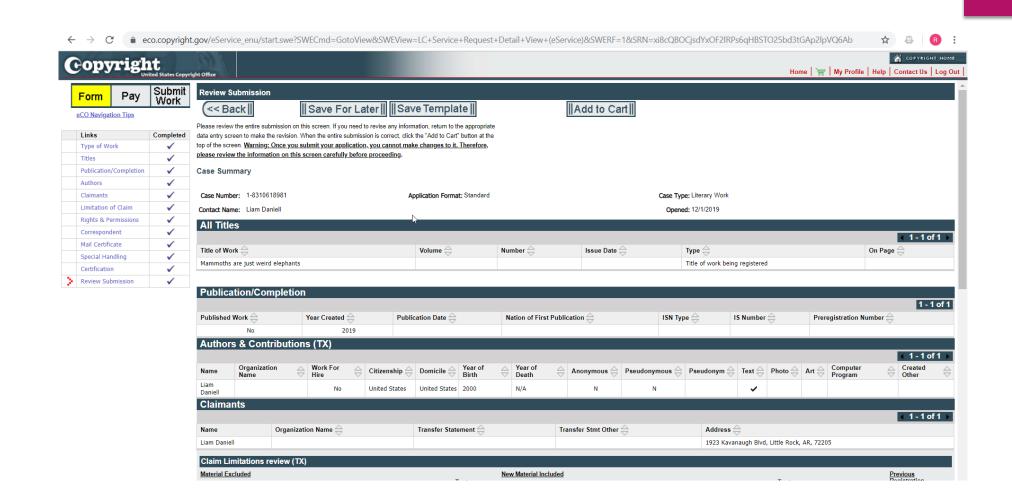
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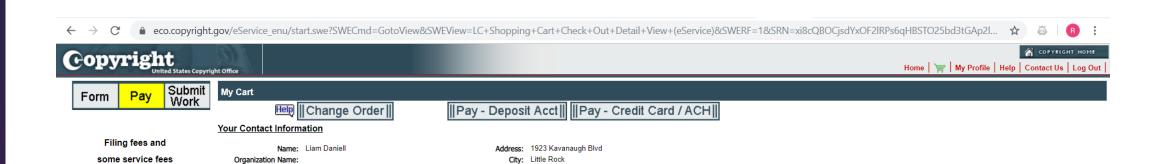
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#### Problems with copyright/trademark

- People try to copyright words that are commonplace and that you can't really have authorship, or have it be your intellectual property
- ► Two most notable cases of this are mobile gaming company "King" in 2014, and YouTube channel "Fine Bros" in 2016
- King is the developer of popular mobile game "Candy Crush", they in 2016 successfully got a trademark on the word "Candy". Their reasoning is that other copycat publishers were using the word to try to sap attention from Kings game.
- Some people saw it as them trying to take a stranglehold of the mobile gaming market

### Problems with copyright/trademark

- ► The YouTube channel "Fine Bros" responsible for popular series "Elders, Teens, Kids, Youtubers React"
- ▶ They in 2016 with the launch of their new media franchise React World, filed for a trademark of the word "React".
- ► The reason being "We're not saying we hold a copyright on reaction videos overall, no one can. We're licensing our specific shows, like TV has done for years."
- But again many people saw them trademarking a common English word as them trying to take a stranglehold of the reaction video market on youtube

#### Works cited

- https://www.gamezebo.com/2014/01/20/king-has-trademarked-wordcandy-and-youre-probably-infringing/
- https://www.copyright.gov/forms/formpa.pdf
- https://www.copyright.gov/forms/
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