




Intellectual Property

- **What is Intellectual Property?**

- o Have you ever given a CD to a friend that contained a copy of a computer game or a program?
- o Have you ever recorded a television movie/other programs to watch later in the week?
- o Have you downloaded music or a movie from the Web without paying for it?
- o Have you e-mailed a copy of an online newspaper or magazine article to a dozen of friends?
- o Have you set up a Web site about your favorite band or actor with short videos with performances?



Intellectual Property

- Do you know which of these actions are legal and which are illegal and why?
 - o Books
 - o Articles
 - o Plays
 - o Songs (both music and lyrics)
 - o Works of art
 - o Movies and
 - o Software are protected by copyright, a legal concept that defines rights to intellectual property.
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Intellectual Property

- Problems from New Technology

1. Electronic media
2. Microprocessors
3. Computer networks and
4. the World Wide Web

created new challenges for protection of

- 1) Literacy
- 2) Artistic
- 3) musical works and
- 4) computer software.



Intellectual Property

- They also created new controversies about how intellectual property law should apply
- For example:
 - Photocopies by making copying of printing material easy, threatened copyright protection but it was not possible before
- Computers and communications technologies made high quality copying and high-quality distribution extremely easy and cheap



Intellectual Property

- Some of the technological factors are the following:
 1. Storage of all sorts of information (text, sound, graphics) in standard digitized formats\
 2. High volume, relatively inexpensive digital storage media, such as hard disks, CD-ROMs, and DVD
 3. Character scanners and image scanners which simply converting printed text, photoes, and artwork to digitized electronic form



Intellectual Property

4. Compression formats, such as MP3 and DivX that make music and movie files small enough to download, copy and store;
5. The ease of copying digitized material and the fact that each copy is a “perfect” copy.
6. The ease of distributing digitized material over computer networks
7. The World Wide Web, which makes it easy to find and download material; and
8. Peer-to-peer technology, which permits easy transfer of files by large numbers of strangers over the Internet without any centralized system or service.