PLANNING AND ORGANISATION

We live in an information age, we have access to technology to make exact copies of produced work, whether they are books, songs or movies. We can view, download and print information from websites or disks. Under these circumstances it is vital that we know the laws and principles that govern the use of work produced by others.

Intellectual Property

The term intellectual property denotes the specific legal rights of people who produce, gather, or disseminate information including inventors, authors, singers, film makers, and journalists. Their work is the product of the mind and involves the creativity, innovation and self-expression.

Intellectual property provides the way in which ideas and information are processed and not the ideas themselves. E.g. Two authors may write about the same topic without infringing property.

However, if one author uses words, scenes, a plot or characters from the others work, the intellectual property has been violated.

Intellectual property protects the economic and moral rights of the owner of the work.

Economic rights involve the right to receive payment for the use of the product. THe owner of the property can control the way in which it is used.For example, if you write and film a play, you have the right to be payed if it is broadcast in TV.

Moral rights protect the integrity and repitition of the author from misrespresentation or misquoting of the work. This means that the persons should not isolate the sections from the work and put them in such a way that it distorts the writers original message. Moral rights include not having a work falsely attributed to the author.

Term: Copyright

Exclusive rights to owner: To control or reproduce an artistic work for a certain period of time. Copyright protects work such as music, books, software, films, paintings and photographs.Term

Term: Industrial design right

To own and use the style of an industrial object such as designs on a carpet, the designer furniture or parts of a machine.

Term: Patent

To commercially exploit (produce and sell/rent) a new invention whether it is a product or a process, for a certain period of time (usually 20 years). The patent holder must register the product to obtain this right.

Term: Plagiarism

To be clearly acknowledged as the source of ideas and words used in a written or performed work including speeches.

Trade Secret

To hold secret information including commercial practices or knowledge of a business E.g. KFC’s 11 herbs and spices.

Trademark

To use a distinctive sign to differentiate the products or services produced by a particular business. Trademarks must be registered.

Copyright

Copyright occurs automatically when there is some record of what has been created. For example, if you compose a poem, letter or email then you automatically own the copyright of that document. Copyright enables the producer at work to control the use of the material in a number of ways. A copyright holder may permit or prohibit the following:

* Making copies by any means including typing, photocopying, scanning into a computer, taping live or recorded music and copying CDs or DVDs.
* Issuing copies of the work to the public. However, if a legal copy is already in circulation then that copy can be sold. Copyright holders can control the rental of their product. For example, if a DVD is sold for home use only, then renting it out at a video club would be illegal.
* Publishing the work on the Internet or making it available online for download to a computer.
* Broadcasting or performing the work in public.

People affect by the copyright include the following:

* Producers or owners are the people who own or control the material and receive financial reward from those who publish or use their work.
* Publishers or distributors are the people or organizations who make legal agreements with the producers to print, film, record the work and distribute it. The agreement seeks to secure financial rewards for both the producer and the publisher and prevents the unethical use of the work.
* Consumers or users are those who can access and use the work of the copyright owner. The consumer must acknowledge the source of the information. If a substantial part of the work is being used in another published work, the user must seek permission from the producer through the publisher. A fee may be charged for the use of the work.