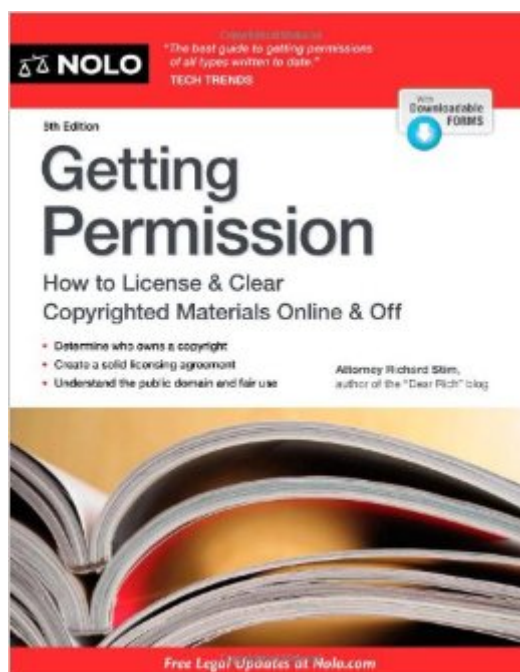


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Getting Permission: How To License & Clear Copyrighted Materials Online & Off



Synopsis

Want to use copyrighted material? Better get permission first. If you plan to use any copyrighted material for your own purposes, you need to get permission first from the owners of that work. If you don't, you could find yourself slapped with an expensive and time-consuming lawsuit. Getting Permission tackles the permissions process head-on -- without the legalese. It shines the light on whom to ask for permission, as well as when -- and how much to expect -- to pay for permission. Comprehensive and easy-to-read, the book covers: • the copyright permission process • the public domain (œfreeœ • content) • how to figure out who owns a copyright • the œfair useœ • rule • school-related permissions • license and merchandise agreements • using trademark and fictional characters • website permissions • and much more Getting Permission includes agreements for acquiring authorization to use text, photographs, artwork, and music, whether it's found online or off. The edition of this essential guide is completely updated to reflect the latest laws and court decisions. Plus, read an all-new collection of practical, real-life FAQs, based on author Richard Stim's popular intellectual property blog, Dear Rich: Nolo's Patent, Copyright & Trademark Blog. -- With Downloadable Forms

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may have noticed on your TV channels. Fair use needs clarification, so innocent parties do not rack up lawyer fees. If all of this sounds like the Wild West, it is. Ease of clearance should be the guiding principle, but I don't think you'll get much agreement from all the players with their hands in the cookie jar. Update - As of 2014, Congress is considering updated music royalty laws & distribution to the music creators. The PROs (music royalty collectors) want to get rid of mandatory licensing & the Silicon Valley giants want less expensive royalties & a less heavy handed approach to small music venues. Google lost a case in rate court to the PROs in 2011 & is paying 77K a month to cover copyright fees for YouTube.

This is a rather complicated book, not what I thought it would be.

A comprehensive guide for copyright and trademark clearance.

Very good book! It is also packed with a lot of useful information written in plain English so that anyone can understand it. I should of bought this book and read it long ago.

Real thorough

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