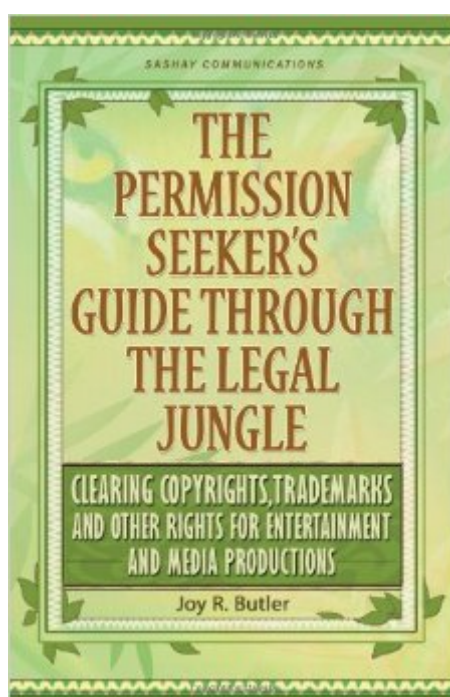


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The Permission Seeker's Guide Through The Legal Jungle: Clearing Copyrights, Trademarks And Other Rights For Entertainment And Media Productions



Synopsis

A resource for media producers who don't want to be sued! Clearing rights means keeping material likely to spark legal action out of your production. Yet, knowing which materials may permissibly be used is a constant challenge. This book offers detailed guidance for seeking permission and clearing rights to use quotes, music, art, names, film clips, and other protected materials.

Book Information

Series: Guide Through the Legal Jungle

Paperback: 392 pages

Publisher: Sashay Communications (May 15, 2007)

Language: English

ISBN-10: 0967294010

ISBN-13: 978-0967294018

Product Dimensions: 5.6 x 1 x 8.5 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars [See all reviews](#) (25 customer reviews)

Best Sellers Rank: #642,501 in Books (See Top 100 in Books) #45 in [Books > Law > Business > Entertainment](#) #152 in [Books > Law > Intellectual Property > Patent, Trademark & Copyright](#) #5125 in [Books > Textbooks > Law](#)

Customer Reviews

Wow! If you're a filmmaker, producer, entertainment lawyer or film student I've just read a new book that's will make your life a whole lot easier. Attorney Joy Butler's new book *The Permission Seeker's Guide Through the Legal Jungle: Clearing Copyrights, Trademarks and Other Rights for Entertainment and Media Productions* is a comprehensive, easy-to-use compendium of all the general knowledge you need to make the right choices in regards to the tricky subject of rights clearance. The organization of the book is user-friendly. A brief overview at the outset helps the reader understand who the book is for and what issues will be addressed within. Then, in common language (not legalese), the book takes you through the laws relevant to rights clearance and the clearance issues for specific types of productions including those made by visual artists, musicians and film and television producers. In Part III Butler guides you through the process of rights clearance - how to get your "house in order," how to request permission, negotiating for the rights you need etc. At each step along the way Butler reminds you of the risks you may run if you don't secure rights to the material in your productions. Yet she never pushes the panic button. She lets

you know that there are upsides and possible downsides to each rights clearance issue. The book provides the reader with the knowledge and the tools to make informed decisions about the rights clearance issues they may be facing. In fact it especially helps to clarify these issues for the uninitiated, helping you understand what rights may need to be cleared. This makes it an invaluable book for law and film students and should make it a required text for any class dealing with legal issues in film and media production.

Serendipitously, I received entertainment and business attorney, Joy R. Butler's "The Permission Seeker's Guide through the Legal Jungle" when a good friend of mine was in the process of designing and launching his website. Knowing that he had some trademark issues (he had recently come up with a logo for his goods and services and wanted to protect his intellectual property) I promptly handed over this book and awaited a detailed synopsis of his first hand experience with it. His comments exceeded my initial impression of this guide. While my reading of the book revealed a tightly crafted compendium of situations and solutions that arise during the identification and elimination of rights clearance problems in media production ----think anything through which people communicate and express themselves i.e., film, video, television programs, newspapers, magazines, posters, computer games, comic books, paintings, photographs, fine art, advertisements, websites, sculptures, books, etc.--my friend's opinion waxed practical as he followed the steps to insure that his production contained no material that violated the rights of another person. Specifically, he wanted to use a song and CD photo on a website that he had heard on a CD and change key lyrics to reflect and promote his product and personal enterprise. Author Butler explains how to identify the rights owner - in this case the owner of the recording and the photographer of the photograph used on the CD cover----and how to seek permission to use the music and the photo. Using Butler's techniques, my friend successfully accomplished his mission and both the edited song and the photo appear on his website without the fear of kindling a lengthy expensive and tiresome lawsuit.

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