

CS 121

Sit with your Group Partner!

Our Digital World

April 26, 2011



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<http://img46.imageshack.us/i/pdvd018do6.jpg>

Basic Facts

- What is Intellectual Property?
 - Examples?

- What is not IP?

- IP protections
 - copyright
 - trademark
 - patent

Copyright

- What is copyright? (fixation, expression, originality)
 - How long does it last?
- What is the purpose of copyright?
 - how does it achieve that purpose?
 - incentive to produce something new
- What have you made that is copyrightable?
- <http://www.copyright.gov>

Patent

- Inventions or discoveries
 - Utility
 - Novelty
 - Non-obviousness
 - Disclosure
 - why is this important?
- How do you receive a patent?
 - <http://www.uspto.gov/>

Trademark

- A label that identifies a product or service
 - Word
 - Name
 - Picture
 - Color
- Prevent others from using your mark or similar
- <http://www.uspto.gov/trademarks/>

Fair Use p 120

- Copyright
- Purpose of use (commercial or educational)
- Nature of use
- Percentage of use
- Effect of use on the commercial value

Public Domain

- Expired copyright
- Everyone can publish a collection of Shakespeare's plays.

I want to share my work!

- <http://creativecommons.org>
- <http://creativecommons.org/licenses/>
- Which license would you release your Final Project web page under?
- Who owns your Senior Project?
 - What are typical senior project like in your major?
 - IP rules at Pacific? In your syllabus? Capstone agreement?
 - <http://www.pacificu.edu/policies/copyright/>

Questions from the Crowd

- What measures are copyright holders taking to prevent the free spread of their IP?
- How do you gain a patent or copyright?
- Are bookmarks considered copyright infringement?
- What is Google Library/Books and how does IP law impact that?
- Can you put ads in an IP product (movie?) and then give away the IP for free?
- What are the consequences of copyright infringement?

Pacific IP Policy DRAFT (QoD 4/28)

- What do you like about it?
 - What do you not like about it?
 - What is better/worse than the current policy?
- What is unclear or confusing?
 - are you sure you understand your rights?
 - can you release your work under CreativeCommons?
- Thinking about your Senior Project, are you happy with this?
- What feedback would you give the authors?

Homework (assigned 4/26)

Listen to/read “Lawrence Lessig's 'Remix' For The Hybrid Economy” and watch “Digital Sampling”

- Define remix culture
 - Give some examples of products of remixing
 - Does remixing add to the culture or suppress new innovation?

By noon 4/28 build a web page answering the questions.

Remix

- Which Creative Commons license allows remixing?
 - the class was most interested in
 - CC BY-NC-SA (for Humanities)
 - Attribution-NonCommercial-ShareAlike
 - CC BY-NC-ND (for Science)
 - Attribution-NonCommercial-NoDerivs
 - If you produce a song, which CC would allow it to be remixed live in a club?
 - do you want people to be able to do this?

Lessig

- “copies were the exception”
 - no longer true in the digital age
 - What does this mean? Why is this no longer true?
- Has iTunes slowed music pirating (peer-to-peer sharing)?
 - how did Radiohead's “pay-as-you-want” model work out?
- Remix example with Prince music in a YouTube video
 - Who was right?
 - What if the remixer inserted a commercial?
 - What if the remixer had ads on their YouTube page?

Proposed Solutions

- EFF
 - everyone pays a fee into a common pool
 - artists are paid from that pool by monitoring frequency of use
 - advantages/disadvantages?
- Netanel
 - tax ISPs into a common pool
 - same as above

Scientific Articles

- A research publishes an research paper
 - generally the publisher owns the copyright
 - original author cannot give away the article for free
 - what value, if any, does the publisher add?

Hybrid Economy

- Many businesses are dependent on user generated (and copyrighted) material!
 - flickr, facebook, MySpace, YouTube, Blogger, etc.
 - How does the content generator (you!) get compensated?
 - How does the business get compensated?
 - How does the business add value?

- Are we happy with this?

Copyright duration

- Congress is often extending the copyrights of already produced material
 - Lessig asks does this extension create an incentive to produce something new?
 - copyrights last for 70 years past death of the author.

Digital Media

- How does digital media challenge these IP protections?
 - Pirate
 - Copy
 - Steal
 - Remix
 - Mashup
 - Reuse
 - Repurpose

Where is your data?

- Who owns it?
 - What does it mean to own data?

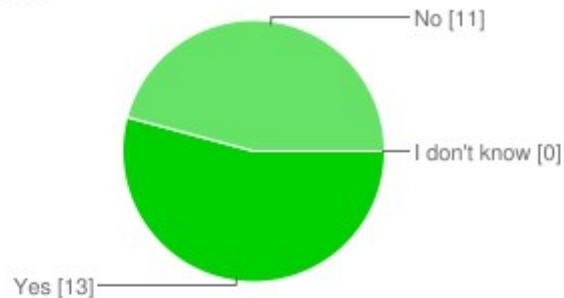
Survey!

I have a Facebook page



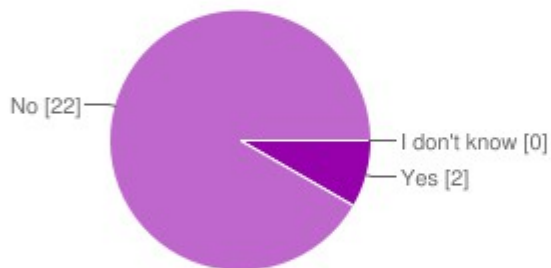
Yes	24	100%
No	0	0%
I don't know	0	0%

I have a blog



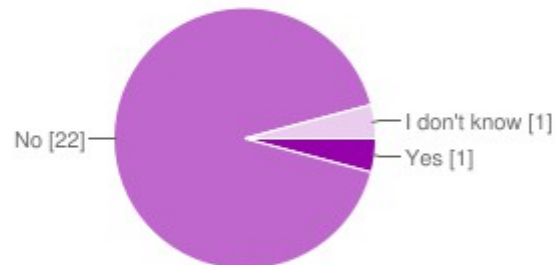
Yes	13	54%
No	11	46%
I don't know	0	0%

I have a Twitter account



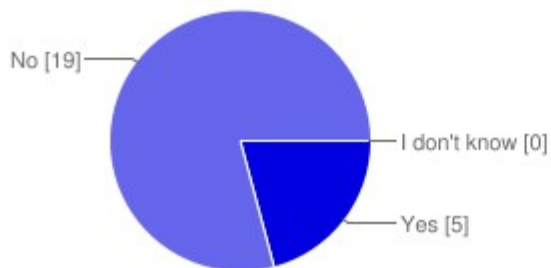
Yes	2	8%
No	22	92%
I don't know	0	0%

I edit wikis



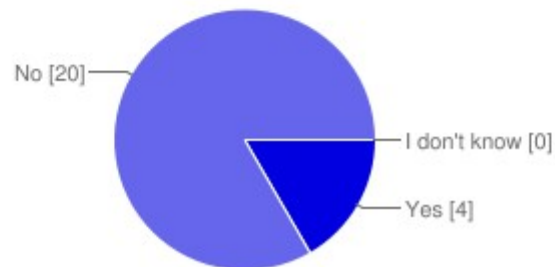
Yes	1	4%
No	22	92%
I don't know	1	4%

I have a Flickr account



Yes	5	21%
No	19	79%
I don't know	0	0%

I post to YouTube



Yes	4	17%
No	20	83%
I don't know	0	0%

Homework (assigned 4/26)

What can each site do with your data?

- Facebook
- Twitter
- Flickr
- Google (Sites/Docs)
- MySpace
- Skype
- YouTube
- Kindle

Terms of Service
or
Privacy Policy
or
Copyright/IP Policy

By noon 4/28 build a web page describing how two web sites you use can use your data.

QOD

- Turnitin
- http://www.emergingstrategies.com/index.php?option=com_content&view=article&id=31:tweet-copyrightability&catid=5:articles&Itemid=11#Conclusion
- Creative commons