CS 121

Sit with your Group Partner!

Our Digital World

April 26, 2011
The unauthorized reproduction or distribution of this copyrighted work is illegal. Criminal copyright infringement including infringement without monetary gain, is investigated by the FBI and is punishable by up to 5 years in federal prison and a fine of $250,000.
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
- Creative commons