BEFORE WE GET STARTED...

- It’s all in the Copyright Guide
- If you need help, don’t be afraid to ask!
  - You can always contact me at cehresman@mhc.ab.ca
OVERVIEW

1. What is Intellectual Property?
2. Copyright Basics
3. Your Rights
4. Using Other Peoples Work
5. Open Philosophies
Canadian Intellectual Property Office

- Trademarks
- Patents
- Copyright
- Industrial Design
- Integrated Circuit Topographies
- Olympic/Paralympic Marks
- Trade Secrets
WHAT IS COPYRIGHT?

Copyright is the exclusive legal right to produce, reproduce, publish or perform an original literary, artistic, dramatic or musical work. (CIPO)
HOW LONG DOES IT LAST?

- Copyright is automatic
- Protected for 50 years + life

Then what happens?
- The work enters the public domain

What are derivative works?
- An expressive creation that includes major, copyright-protected elements of an original, previously created first work.
COPYRIGHT VS. PLAGIARISM

WHEN TO CITE?
any time you use ideas, words, or other forms of work (like images) that aren't yours
## YOUR RIGHTS

<table>
<thead>
<tr>
<th>Ownership</th>
<th>Exceptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>As a student at MHC, you own the copyright in the work that you create.</td>
<td>As a student, you qualify for many exceptions that allow you to use other peoples work without permission (Fair Dealing, User Generated Content, Reproduction for Instruction)</td>
</tr>
<tr>
<td>As an employee, your employer owns the work that you create. *Usually</td>
<td></td>
</tr>
<tr>
<td>Photography is a notable exception</td>
<td></td>
</tr>
</tbody>
</table>
QUALIFY FOR AN EXCEPTION OR OBTAIN PERMISSION

OBTAIN PERMISSION
- Contact the creator or their estate
- Licensing
  - Open
  - For Purchase

TERMS
- Assignment/License, Exclusive/Non-Exclusive, Transferable/Sub-licensable, Personal/Home Use, Royalty Free, Editorial Use, TPM’s, TOS
WHAT IS OPEN?

Adapted from Paul Stacey & Sarah Hinchliff Pearson (2017). Fig. 1 from Made with Creative Commons. Creative Commons. CC-BY-SA
<table>
<thead>
<tr>
<th>Attribution</th>
<th>No-Derivatives</th>
<th>Non-Commercial</th>
<th>Share-a-Like</th>
</tr>
</thead>
<tbody>
<tr>
<td>BY</td>
<td>ND</td>
<td>NC</td>
<td>SA</td>
</tr>
</tbody>
</table>

[Image of Creative Commons symbols]
WHO USES OPEN?

Card Against Humanity

Tesla

Thingiverse
Search Thingiverse for a Creative Commons (CC) licensed thing. Capture as much information as you can about it.

- Title:
- Creator:
- Type of CC license:
- In your own words, what does this license permit you to do?
- For what type of project can you imagine reusing this thing?
RESOURCES


- APEX – You’ll find coaching services, Entrepreneurship Incubator, and IP info sessions. [https://www.apexalberta.ca/](https://www.apexalberta.ca/)
DON’T FORGET I’M HERE TO HELP...
EMAIL ME AT
CEHRESMAN@MHC.AB.CA

THANK YOU!