First Fridays Legal Workshop Series at the UC Merced/Modesto Venture Lab

DON'T GET CHOPPED By Copyright Issues

A Kitchen Primer on Copyright Law for Entrepreneurs

Presented by UC Berkeley Law’s New Business Practicum

Featuring the “15 MINUTE LAWYER”:
A legal issue explained in 15 minutes, with lots of Q & A
CHOPPED

BY COPYRIGHT
The RULES

• DEVELOP A BUSINESS MODEL IN 3 MINUTES

• USE THE THREE COMPONENTS CHOSEN FROM THE BASKET

• ADDRESS THE COPYRIGHT ISSUES...

>>> OR BE CHOPPED!!!
Doggie & Me Diner
Doggie & Me Diner

Yum Yums for All!!
The Hind End

THE Website for DOG PICS

➢ The CUTEST

➢ The UGLIEST

< THE FUNNIEST

WEEKLY CASH PRIZES!!!
The Hind End

THE Website for DOG PICS

➢ The CUTEST

➢ The UGLIEST

< THE FUNNIEST

WEEKLY CASH PRIZES!!!
BY COPYRIGHT
GO

DOG

GO

Available on the App Store
GET IT ON Google Play
BY COPYRIGHT
Doggie & Me Diner

!!! WINNER !!!

Yum Yums for All!!!
COPYRIGHT TAKEAWAYS

• Protects: original works of authorship fixed in tangible form
  • E.g. art, music, books, pictures, movies, software, drawings, ads, etc.

• Copyright protection attaches as soon as it is fixed in tangible form. No need to register with the U.S. Copyright Office (unless suing)

• Copyright doesn’t protect ideas, facts, or recipes

• To copy, display, or otherwise use copyrighted material requires a LICENSE

• Copyright licenses CAN be oral, but you should always get it IN WRITING

• There is LIMITED use of copyrighted material without a license through FAIR USE, if used for parody, commentary, education, etc. (usually not if used commercially)

• Copyright licenses for movies, books, software that you buy are usually only for PERSONAL, not COMMERCIAL use

• If you are going to use copyrighted material in your business, be sure that you OWN the copyright (e.g., you may not, if you created it while working for others)

• Think of using other legal protections for intellectual property you use in your business, e.g., TRADEMARK to protect your brand, TRADE SECRETS to protect valuable confidential information (e.g., use NDAs)
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QUESTIONS?
Contact UC Berkeley Law’s New Business Practicum

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