

naomi korn

ASSOCIATES

Copyright Essentials (two half days)

ONLINE AGENDA

13.30 – 17:00 AGENDA DAY ONE

13:30	Welcome, introductions and course objectives
13.45	Case study: meet Ethel Bilbrough
14.00	True or False?
14.15	Copyright: who, what, why and how long?
15:00	Break
15:15	Exceptions to copyright
16:00	Break
16:15	What to do about infringements?
16:40	Open discussion and Q&A
17.00	End

13.30 – 17:00 AGENDA DAY TWO

13.30	Welcome
13.35	Reflections
14.00	Introduction to Licences
14.15	Hot Topics 1: Creative Commons Licences
14.50	Discussion: Founders and Creative Commons Licences
15.00	Break
15.15	Hot Topics 2: Social Media, Copyright and Licensing
16.00	Break
16.15	Hot Topics 3: Orphan Works and how to manage
16.40	Assessment Quiz
17.00	End

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Learning Objectives:

- Learn the basics of copyright, its duration, what is protected and who owns what rights.
- Discuss the different types of copyright-protected works and how copyright fits within the broader family of Intellectual Property Rights.
- Explore the exceptions to copyright and how these might be relevant to your context.
- Learn how to deal with copyright infringements.
- Consider the role of licences in the context of copyright.
- Discuss Creative Commons licences and funders requirements.
- Gain an overview of specific copyright issues associated with social media. risks associated in their use.
- Explore 'orphan works' and understand how to manage them.

Overview:

This detailed course provides a comprehensive introduction to the practical aspects of copyright which is essential to understand for any organisation looking to protect and commercialise relevant intellectual property as well as use content created by others. Other forms of intellectual property are briefly outlined.

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