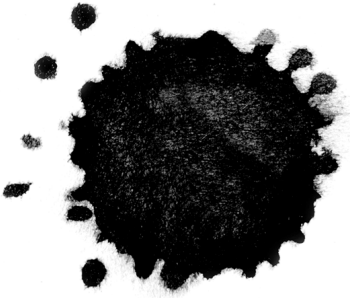


University of the  
Arts London \* \*  
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creative careers

protecting your original work and  
ideas: where to find out more  
about intellectual property

Creative Careers is part of Student Services  
at University of the Arts London

First Floor  
65 Davies St  
London W1K 5DA

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textphone: 18001 0207 514 6150  
minicom: 020 7629 6371  
email: [careers@arts.ac.uk](mailto:careers@arts.ac.uk)  
website: [www.arts.ac.uk/student/careers](http://www.arts.ac.uk/student/careers)

# protecting your original work and ideas: where to find out more about intellectual property

If you are a practising artist or work in the creative industries in any capacity, it is a good idea for you to find out about intellectual property and ways of protecting your work.

## Intellectual Property

Intellectual Property, or 'IP', allows people to own their creativity and innovation in the same way that they can own physical property.

In some cases IP gives rise to protection for ideas, but in other areas there will have to be more tangible evidence of a new creation before protection can arise. It will often not be possible to protect IP and gain IP rights (or IPRs) unless they have been applied for and granted, but some IP protection (such as copyright) arises automatically, without any registration, as soon as there is a record in some form of what has been created.

## There are four principle types of IP, which are:

### Patents

For inventions - new and improved products and processes that are capable of industrial application.

### Trade marks

For brand identity - of goods and services allowing distinctions to be made between different traders.

### Designs

For product appearance - of the whole or a part of a product resulting from the features of, in particular, the lines, contours, colours, shape, texture or materials of the product itself or its ornamentation.

### Copyright

For material - literary and artistic material, music, films, sound recordings and broadcasts, including software and multimedia.

However, IP extends beyond this to include performers rights, plant varieties, trade secrets and so on. Sometimes more than one type of IP may apply to the same creation.

Depending on your specialism or area of practice, you may need to find out more about any one of the four types of IP listed above.

This handout gives details of organisations and website resources that can provide you with specialist and detailed information about IP and protecting your work.

## Non- Disclosure Agreements

If you have come up with an unique idea for (for example) a business or product, you may be wondering how to discuss your idea with a potential backer or buyer without compromising confidentiality. In this situation, you may want to ask the person you plan to discuss your idea

with, to sign a Non Disclosure Agreement (NDA). More information and examples of standard NDAs can be found on the Own-it website (details below).

There is also a sample copy of a NDA in the Careers Information Centre at Davies Street.

## **Artist's Resale Right**

In January 2006 an important new right for artists and visual creators will be introduced in the UK. The Artist's Resale Right (or '*droit de suite*') entitles artists and visual creators to a percentage share of the price every time their work is resold by a gallery, dealer or auction house. The right is applicable to all professional resales and can be transferred to heirs for up to 70 years after the artist's death. For further details see the DACS website (details below).

## **Where To Find Out More: Useful Organisations And Websites**

### **Anti Copying In Design**

**[www.acid.uk.com](http://www.acid.uk.com)**

Anti Copying In Design (ACID) is a membership trade organisation, set up in 1996, by designers for designers. It is now a hard-hitting "not for profit" trade organisation committed to fighting copyright theft in design. Members can register their designs on the ACID design register, benefit from design protection at exhibitions, access the dedicated legal hotline and make use of the ACID brand to deter and protect against copying.

Contact ACID for more information about member benefits and details of membership fees.

Anti Copying in Design, PO Box 5078, Gloucester, GL19 3YB - Telephone: 0845 644 3617.

Email: [help@acid.uk.com](mailto:help@acid.uk.com)

### **British Copyright Council**

**[www.britishcopyright.org](http://www.britishcopyright.org)**

The British Copyright Council (BCC) is a national consultative and advisory body representing organisations of copyright owners and performers and others interested in copyright in the UK. Their website provides extensive information about IP and copyright matters. A range of information sheets can be down loaded from the BCC website. Topics covered include protecting design works (from product designs to board games to advertisements and more), protecting literary works and an overview of patents and trademarks. The website also features an extensive list of links to other organisations who can provide information and advice about IP and copyright relating to all areas and industries.

British Copyright Council, 29-33 Berners Street, London W1T 3AB

Tel:01986 788 122. Email: [secretary@britishcopyright.org](mailto:secretary@britishcopyright.org)

### **The Chartered Institute Of Patent Agents**

**[www.cipa.org.uk](http://www.cipa.org.uk)**

The Chartered Institute Of Patent Agents (CIPA) is the professional body for patent agents in the UK. Although its title refers only to Patents, CIPA registered members can also advise on other areas of IP law.

The CIPA website contains basic advice on patents, trademarks, internet domain names, designs and copyright. You can also access the directory of patent attorneys and the register of patent agents from the website, as well as a list of useful web links to other IP organisations.

The Chartered Institute of Patent Agents, Staple Inn Buildings, High Holborn, London, WC1V

7PZ. Tel: 020 7405 9450. Email: [mail@cipa.org.uk](mailto:mail@cipa.org.uk)

## Creators' Rights Alliance

**[www.creatorsrights.org.uk](http://www.creatorsrights.org.uk)**

The Creators' Rights Alliance (CRA) brings together some major organisations representing copyright creators and content providers throughout the media - particularly, television, radio and the press.

The CRA campaigns to: confront abuses of creators' rights in all media, particularly newspapers, magazines and broadcasting; defend and improve the IP rights of creators belonging to the member organisations

Promote greater understanding of creators' IP rights within the industry and among the public.  
Creators' Rights Alliance, British Music House, 26 Berners Street, London W1T 3LR. Tel: 020 7436 7296. E-mail: [info@creatorsrights.org](mailto:info@creatorsrights.org)

## Design And Artists Copyright Society

**[www.dacs.org.uk](http://www.dacs.org.uk)**

The Design And Artists Copyright Society (DACS) is the British copyright and collecting society for the visual arts.

Many artists or their heirs do not have the time or the inclination to administer their own copyright and they prefer to join an organisation like DACS, which protects and licenses copyright on their behalf. For payment of a membership fee, DACS will manage your copyright in the UK and overseas: negotiating terms and collecting fees on your behalf.

Design And Artists Copyright Society, 33 Great Sutton Street, and London EC1V 0DX. Tel: 020 7336 8811

## Own-it

**[www.own-it.org](http://www.own-it.org)**

Own-It is a service which offers free intellectual property advice for London's creative people. They offer a range of services, from basic to specialist support, through online and face-to-face seminars, workshops and, where appropriate, surgeries with intellectual property lawyers. You can also download information and sample contracts from the Own-it website.

Own It, University of the Arts London, LCC, Elephant and Castle, London SE1 6SB. Fax: 020 7514 8896. Email: [info@own-it.org](mailto:info@own-it.org)

## UK government website on Intellectual Property

**[www.intellectual-property.gov.uk](http://www.intellectual-property.gov.uk)**

This is a government-backed website devoted to information about UK Intellectual Property. The aim of the site is to answer questions and provide resources relating to help you 'find your way through the IP jungle of Copyright, Designs, Patents and Trade Marks'. The site gives very clear explanations of an area that can be confusing. There is also a useful list of Frequently Asked Questions (FAQs) about copyright.

## World Intellectual Property Organisation

**[www.wipo.int/index.html.en](http://www.wipo.int/index.html.en)**

The World Intellectual Property Organization (WIPO) is an international organization dedicated to promoting the use and protection of Intellectual Property. IP laws vary from country to country, so if you need to find out about international IP regulations, the WIPO is a good place to start. Some countries have IP or copyright offices (though the UK does not) – an alphabetical list of these offices are on the WIPO website, along with lots of other useful information.

Information Centre, WIPO, 34 chemin des Colombettes, Geneva.  
Tel: 41 22 338 9111 (for general enquiries). Email: [information.center@wipo.int](mailto:information.center@wipo.int)

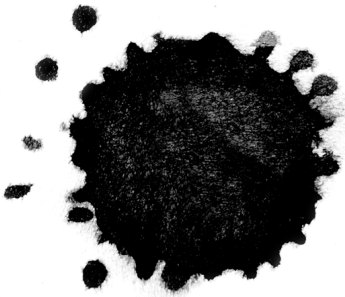
You may also be able to find information relating to IP in your specialist field of practice by contacting the relevant professional association or union.

Written and compiled by Bianca Rodway, using information from the organisations listed above.

University of the Arts London  
– a creative constellation

Camberwell College of Arts  
Central Saint Martins College  
of Art and Design  
Chelsea College of Art and Design  
London College of Communication  
London College of Fashion  
Wimbledon College of Art

[www.arts.ac.uk](http://www.arts.ac.uk)



The main purpose of our written material is to provide specialist careers information, that is not readily available elsewhere, for our students and recent graduates.

All eligible students and graduates are welcome to use Creative Careers. We provide a range of services from information, advice and guidance through to practical group workshops. To find out how we work with students and leavers at your college or how to contact us visit [www.arts.ac.uk/student/careers](http://www.arts.ac.uk/student/careers).

We aim to be disability friendly so do let us know of any particular requirements you may have. All our handouts and workshop materials are available in alternative formats on request. Please contact us to discuss your needs and how we can help. To make comments about this handout or suggestions for new ones we could produce, please email us at [careers@arts.ac.uk](mailto:careers@arts.ac.uk)

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