

Intellectual Property rights

In Music industry

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What are IPRs?

- Intellectual Property Rights
- Gives protection to immaterial rights
- Gives the exclusive right to use these subjects
- Anyhow, protection time is limited
- Exploitation by different contracts

Various IPRs?

- Copyrights (including Related Rights)
- Trademark
- Trade name
- Domain
- Patents
- Industrial design right
- Trade secrets

Copyrights

- Literary or artistic work
- A requirement that the work must be sufficiently independent and original to obtain protection. (copyright criteria)
- Probably no one else would end up in the same form of expression as you have in your work.
- No protection if the work is incurred fully as a result of the mechanical work (AI)
- Neither if the artist is not a human being

Copyrights

- No criterion of quality
- No criterion of artistry
- No criterion of investment
- Independent and unique work is not necessarily of high quality

No copyright protection

- No protection to: idea, method, concept, structure**
- No protection to: theory, notion, algorithm**
- No protection to: laws, regulations, decisions**
- No protection to: TV format, adventure tour**

Protection begins

- In a moment of creation
- Does not require registration
- © do not give right, but it shows that you own these rights
- But how can you prove that you have this right?

Content of Copyright

- The author is always a human being, work creator
- Anyone who has created a work of art. In the musical field authors are song- and lyrics writers, arrangers and translators
- With agreements you may transfer part of your copyrights and get extra value to your work
- 1. Copyright organization 2. Production companies

Content of Copyright

- You have an exclusive right to economical use. It is your decision how to use works or not use at all.
- The right to deny using
- By joining Teosto, you relinquish the economic rights of all your musical works to someone else. But in some cases, it is worth it.
- The protection period is 70 years from the creator's death year.

Economical rights

- The author's exclusive right to determine about the work. Includes the following rights: **making copies, streaming** and **public performance** of the work as well **as distributing it among the public and public showing.**
- The author may relinquish his/her rights through an agreement.
- As a copyright owner, you have also the right to create, relinquish or deny **derivative** or **variations** of the song.

Moral Rights

- Right of respect
 - Author's right forbids altering work in a slandering manner or deprecating the author
- Right of attribution
 - The right of the songwriter to have his/her name credited as per good manners.

**Related Rights /
Neighboring rights**

Related Rights

- Performers as actors, vocalists, musicians 50%
- Performing fees; copying, radio, TV, internet, streaming
- Production company (owner of the producer code of the record) 50%
- Radio-signal, YouTube, TV-broadcasting: films, music, sports

Photos

- Exclusive right to produce copies of the photo, and show these photos
- Same moral rights, Right of respect and attribution. Also, the right to relinquish or deny **derivatives** or **variations** of the photo
- The photo subject is not protected, who ever can take a photo of the same subject.

Expiry period of protection

- 70 years of the first release of the copy**
- Note! re-mastered material has a new protection period**

Last warning

- For you, it is important to understand the idea of copyrights. It is also important to develop your skills to negotiate about this subject in the right terms.**
- If you do not take care of your works' copyrights or related rights, someone else will do it and keep the benefits. You don't get anything**
- The protection is the core of the business.**