

## INTELLECTUAL PROPERTY PITFALL RISK ASSESSMENT TEST

The content incorporated into a multimedia project is protected by intellectual property laws, namely copyright, patent and trademark law. A multimedia developer must know when it is necessary to obtain a license from the content owner before the content can be used in a project. Take the following test to determine how well you avoid common pitfalls.

A large black graphic of a clipboard with a clip at the top and a stand at the bottom. The test content is contained within the white space of the clipboard.

### **Under which of the following instances is it okay to use content material without first obtaining a license from the owner of the material?**

- (1) The material contains no copyright notice.
- (2) The person who developed the material did not file a copyright application to register copyright in the material.
- (3) The person who created the material is a foreigner.
- (4) You plan to give credit to the person who created the material in your project.
- (5) Your project will promote the material by presenting it favorably.
- (6) You only plan to use a small amount of the material in your project.
- (7) You plan to modify the work before incorporating it into your project.
- (8) You plan to paraphrase the work before incorporating it into your project.
- (9) You paid for the videotape, compact disc or other media on which the content is recorded.
- (10) Your project is solely for in-house use. It won't be marketed or presented to the general public.
- (11) Your project will be shown to the public free of charge.
- (12) The material has been used in other projects for your company in the past.
- (13) You down-loaded the material from the Internet.