



'OWNING IT' – PROTECTING YOUR INTELLECTUAL PROPERTY (HOW TO TURN YOUR IDEAS INTO ASSETS)

An essential workshop series for creative businesses with Sharon Givoni

Tuesday May 3

6:30 pm - 8:00 pm

Tickets \$50

Sharon Givoni Consulting is a boutique intellectual property law firm based in Melbourne, Australia. We are passionate about the rights of creatives and protecting peoples' brands and ideas. We focus on all industries including: art and design, fashion, street art, packaging, photography, architecture, product design and media. Our tagline is turning your ideas into assets and that is just what we aim to do. Sharon Givoni, the principal, has recently released a book for creatives called **Owning It: A guide to copyright, contracts and the law** which has been very successful and is designed to demystify the law in this area.

In this engaging and interactive session we will focus on intellectual property protection. How can you protect your brand? What if someone else has a similar brand or logo? Can you register colours and patterns? What about shapes and sounds or even movements?

Then we have copyright – the theory is simple: Do not copy but in practice there are some areas that can be grey. For example, what does copyright protect? Are ideas included? How long does it last? What does copying mean legally speaking and what can you do if you have been copied (as well as what not to do).

And if you're still interested in learning more, don't miss the other 2 workshops in this series: **Owning It – Know Your Legal Rights (What happens if you get Copied? How can you protect your designs?)** and **Owning It – Intellectual Property, The Internet and Social Media**.

DISCOUNT OFFER: Book into 2 sessions and attend the third one free (we'll email you your free ticket).

WHAT YOU'LL GET

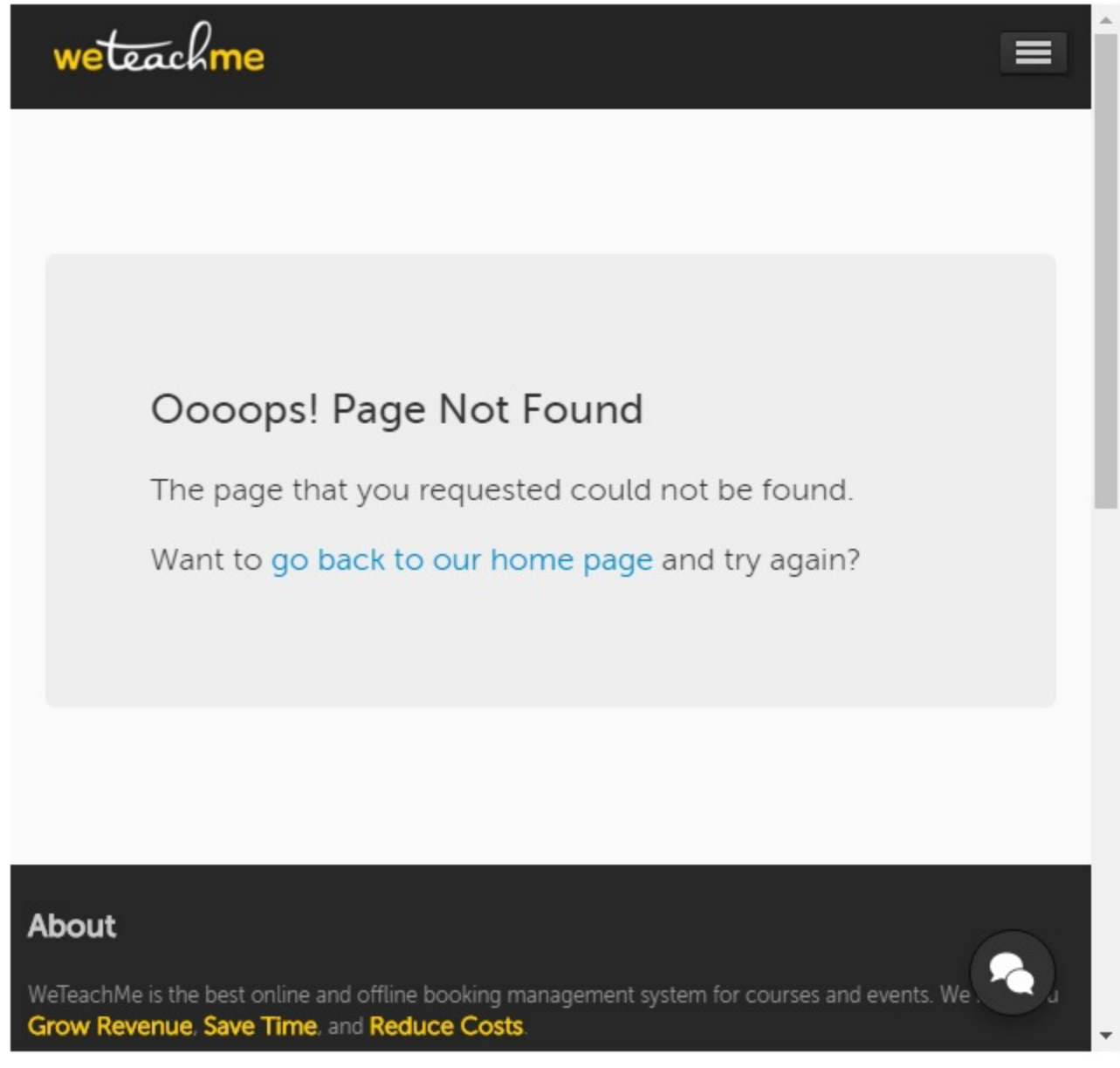
- A beautifully designed 10-point checklist for attendees to take away with them from the workshop
- A wealth of knowledge presented in a way that is easy to understand and relevant to creatives
- Copies of Sharon's book **Owning It: A guide to copyright, contracts and the law** will be available on the night to purchase.

WHAT TO BRING

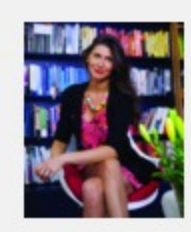
If you have any examples of your own work that you have questions about bring it along

TICKETS

Be sure to check out our [Terms & Conditions](#) before grabbing a ticket.



ABOUT SHARON GIVONI



Sharon Givoni is the Principal Solicitor at Sharon Givoni Consulting, a boutique intellectual property law firm based in Melbourne. She has clients in all areas relating to the creative industries, ranging from artists, musicians and sculptors, actors and architects through to graphic and furniture designers. Since 1999, she has been the General Editor of the Australian Intellectual Property Law Bulletin and the Internet Law Bulletin, both published by LexisNexis and has recently published a book called **Owning It: A Creative's Guide to Copyright Contracts and the Law**. Like her workshops, the book is packed with real-life case studies that apply in businesses every day practice she speaks in plain English demystifying the law for creatives. Sharon has been invited to lecture at numerous industry events and universities.

<http://www.sharongivoni.com.au/>

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