

'OWNING IT' – INTELLECTUAL PROPERTY, THE INTERNET AND SOCIAL MEDIA

An essential workshop series for creative businesses with Sharon Givoni


Tuesday May 17


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.

What would a workshop for creative businesses be without a discussion of the impact of the internet? It's great to have the ability to promote your artwork and products so easily, yet technology has vastly facilitated the ease and manner in which things can be copied.

Here we will:

- Discuss legal issues concerning social media (Facebook, Instagram, Pinterest and Twitter)
- Terms and conditions of websites
- Privacy policies (do you need them – why and when? What do they need to include?)
- Domain names and what your rights are in respect to protecting your domain name when it is copied
- The dangers inherent when uploading your work on line and protecting it from being copied
- What you can protect online: ideas versus pictures, wording and the like
- The legal rules surrounding testimonials by your customers

And if you're still interested in learning more, don't miss the other 2 workshops in this series: **'Owning It' – Protecting Your Intellectual Property (How to turn your ideas into assets)** and **'Owning It' – Know Your Legal Rights (What happens if you get @opied? How can you protect your designs?)**.

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

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.

May 2016

17 TUE 6:30 PM - 8:00 PM

Owning It - Intellectual Property, The Internet and Social Media

 Fitzroy, VIC from \$50.00

Book

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/>

**WORKSHOP
MELBOURNE**

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