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Sharon, last chance to register for this important workshop

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About the presenter:

Sharon Givoni is a well-known IP and Commercial lawyer who has run her own law firm for 15 years after working at a top tier law firm in Australia. She is a member of the Law Institute of Victoria Intellectual Property Committee, IPSANZ (Intellectual Property Society of Australia and New Zealand) and is also the editor of three prestigious law journals, Intellectual Property Law Bulletin, Privacy Law Bulletin and Internet Law Bulletin. She has presented at numerous universities including RMIT, Swinburne and

Copyright & IP law... An essential course for creative people

This course provides an in depth examination of copyright law, which is at the heart of the creative persons' ability to own and control the work that they produce and make a living from it.

Through fun, educational and interactive workshops, experienced lawyer, Sharon Givoni, will explore with you how copyright law impacts on art, industry, and culture, including literature, photography, journalism, software design, architecture, advertising and fashion and its direct practical implications on you. In this dynamic course you will come to understand the nature and significance of copyright and how it impacts on you daily.

These workshops will be held every Tuesday for 4 weeks, starting on the 6th of October. Please only register if you are able to attend all 4 sessions, as places are limited. To register click [here](#):

various Photography schools and has been invited to give seminars Australian-wide and overseas. Recently, Sharon had her first book published, "Owning It: A Creative's Guide to Copyright, Contracts and Law", that has resonated strongly with creative people. Perhaps most relevantly, Sharon is known as an entertaining and engaging speaker who can communicate and teach the law in a language that people can understand.

Course Introduction

Intellectual property (IP) is a valuable asset of any business and can set a business apart from its competitors. IP, for example, can:

- allow you to control what you create and make a living from it;
- be sold or licensed to a third party, thus generating revenue for the business;
- be used as a security for loans;
- form an integral part of a business's marketing and branding;

Various aspects of a business - such as its name, logo, designs, inventions, and intellectual, artistic and creative works - can be protected by IP Law. Copyright is one of the types of IP rights which come into being once an original work is expressed in tangible form. Copyright arises automatically on creation and protects works that are literary, dramatic, musical or artistic and also subject matter other than the aforementioned works.

Copyright, in the last few years, has grown in commercial, cultural and political significance and knowledge of copyright law is essential for people who are creatives or who deal with copyright issues on a day-to-day basis. With the advent of digital technologies, copyright has been implicated in ways not imagined before. Copyright protection can also be "lost" in certain circumstances and it is critical that those that make a living from their creative and intellectual output understand how this can come about.

Questions, such as can you protect ideas? How do you protect your works? What steps to take? Does it cost money? What symbols can you use? How close it too close if you want to avoid copying? What about materials on the internet? Does copyright apply internationally? Do I need to register it and if so in what countries? And many more arise all the time.

Yet copyright is a complex area of the law and many people don't always know the answers. Further, students at universities may use images and written works in their thesis, at times without seeking the permission of the original author and without understanding the implications of doing so. Is this plagiarism? This too will be canvassed.

Course aims

The aim of this course is to educate students and lecturers in and about the Copyright Law. This course is comprised of a series of instructor-led seminars incorporating question and answer sessions and analyses of real-world scenarios.

In this course you will learn:

- What is Intellectual Property?
- Why have Copyright in the first place?
- What does it protect?
- Does copyright law protect style and techniques?
- What is the difference between ideas and expression?
- How does it work in practise? (including: Subsistence, ownership, infringement, exceptions to infringement and remedies)
- When is someone's' copyright infringed? What are the tests?
- What's the difference between inspiration and copying?
- What does the law have to say on innocent and "unconscious" copying?
- When does copyright law allow copying?
- What happens if you cannot find the author of a work that you wish to use to get their permission?
- How can you lose copyright?
- Protecting yourself as a creator – proactive measures you can take
- Protecting yourself and others as a creator and ownership – more technical discussion of licensing and assignment of copyright
- Moral rights – what are they and why are they important to you?
- Copyright law globally – how does it work?
- Copyright and social media
- Copyright law in the digital age and issues on the horizon - proposals for law reform in Australia

This course is presented and led by renowned Intellectual Property lawyer and author Sharon Givoni and will be presented in a practical and easy to understand manner educating attendees how to manage their own copyright and licensing issues and ensure that they do not fall into the wrong side of the law.

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