

PROTECTING YOUR BUSINESS' VALUABLE COPYRIGHT ASSETS

Does your business need to pay attention to copyright issues? If your company produces computer programs, written matter, pictorial or graphic material, or *any type of creative work*, then the answer is “yes.”

It is deceptively simple that the "author" of a "work" owns the copyright. The matter quickly becomes complicated when employees or independent contractors contribute creative material toward that work:

–Did the employee work on the material outside of usual business hours, or at a location other than the employer's business?

–Was the work created at least partially via electronic communication? What resides on your company's server?

–What if the employee creates a work of authorship which was not requested or authorized by the employer?

–Under what circumstances can an employer accrue potential liability if an employee is found doing work on the side for someone else?

–Has your company established policies and guidelines for employees' use of company facilities, systems and business hours for creating works of authorship?

–Has your company obtained written agreements from employees and independent contractors acknowledging its policies and guidelines, with carefully drafted language ensuring that all copyrights belong solely to the employer?

NOW IS THE TIME to review your company's creative materials which may be the subject of copyright, and take necessary steps to protect these valuable business assets.

Without careful attention, your business may lose valuable copyrights or be exposed to copyright infringement claims of others.

To better protect your business' copyrights and avoid litigation by others claiming copyright infringement, obtain the advice of experienced *Intellectual Property counsel*. Important steps required for protection of copyrights include proper copyright notice, proper copyright registration, and other proactive steps for enforcement of your company's copyrights.

QUESTIONS? GET ANSWERS 

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