

Copyright Compliance in a Social Media World

Stephen Garfield: Director, Account Management, Copyright Clearance Center, Inc.

Douglas Cornelius: Chief Compliance Officer, Beacon Capital Partners, LLC

Katrina Edge: Senior Corporate Counsel, Intellectual Property, Pfizer Inc.

Gretchen Klebasko: Managing Director, Intellectual Property, Legg Mason

Agenda

- Introductions
- What is new in social media?
- Laws and regulations
- Remedies
- Recent press
- Scenarios
- Practical Advice for In-House Lawyers

HELLO
my name is

2015 **ACC** BOSTON, MA
ANNUAL MEETING **OCT 18-21**
WHERE IN-HOUSE COUNSEL CONNECT

What's new in social media?

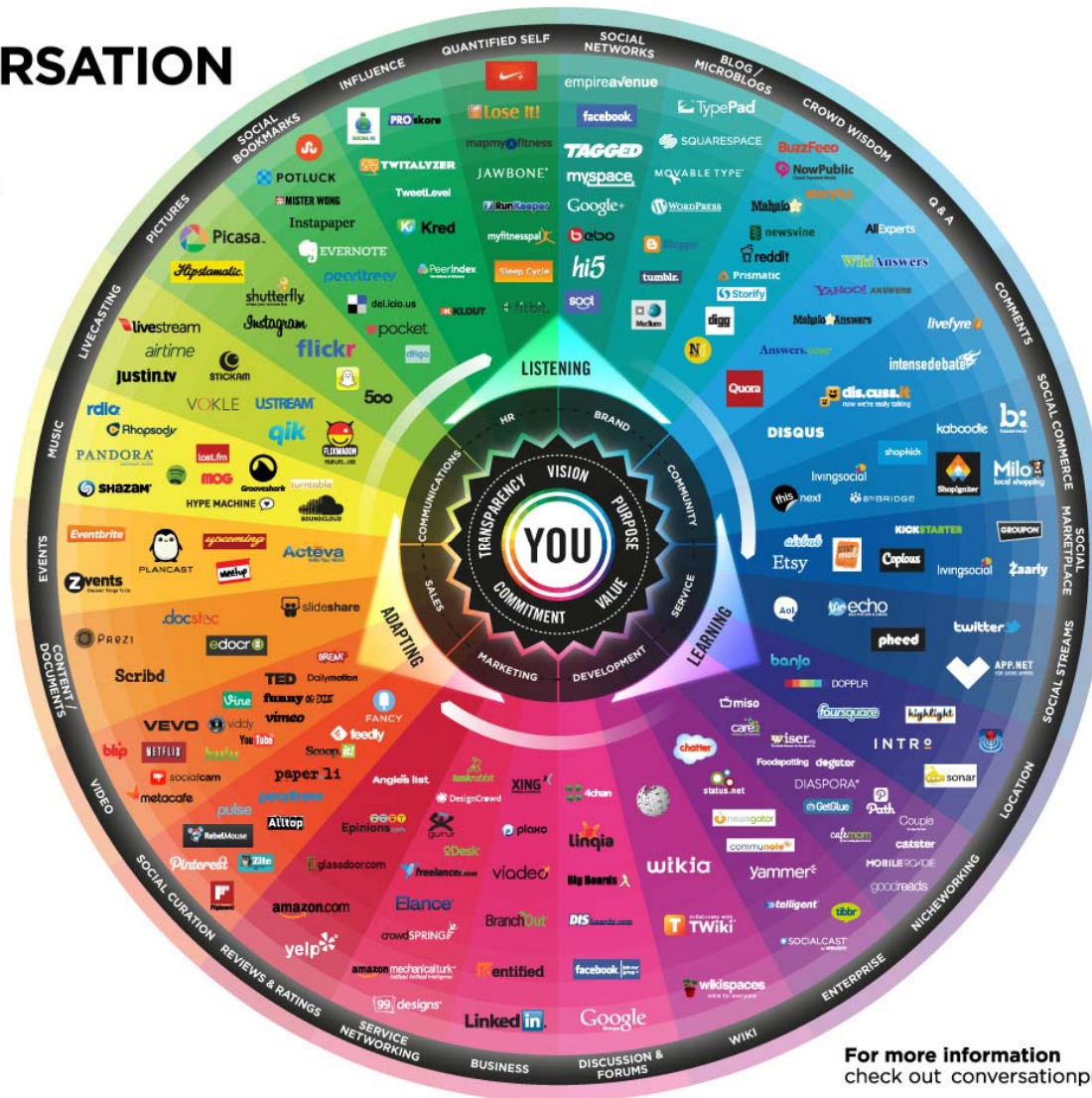


2015 ACC ANNUAL MEETING BOSTON, MA OCT 18-21

WHERE IN-HOUSE COUNSEL CONNECT

THE CONVERSATION PRISM

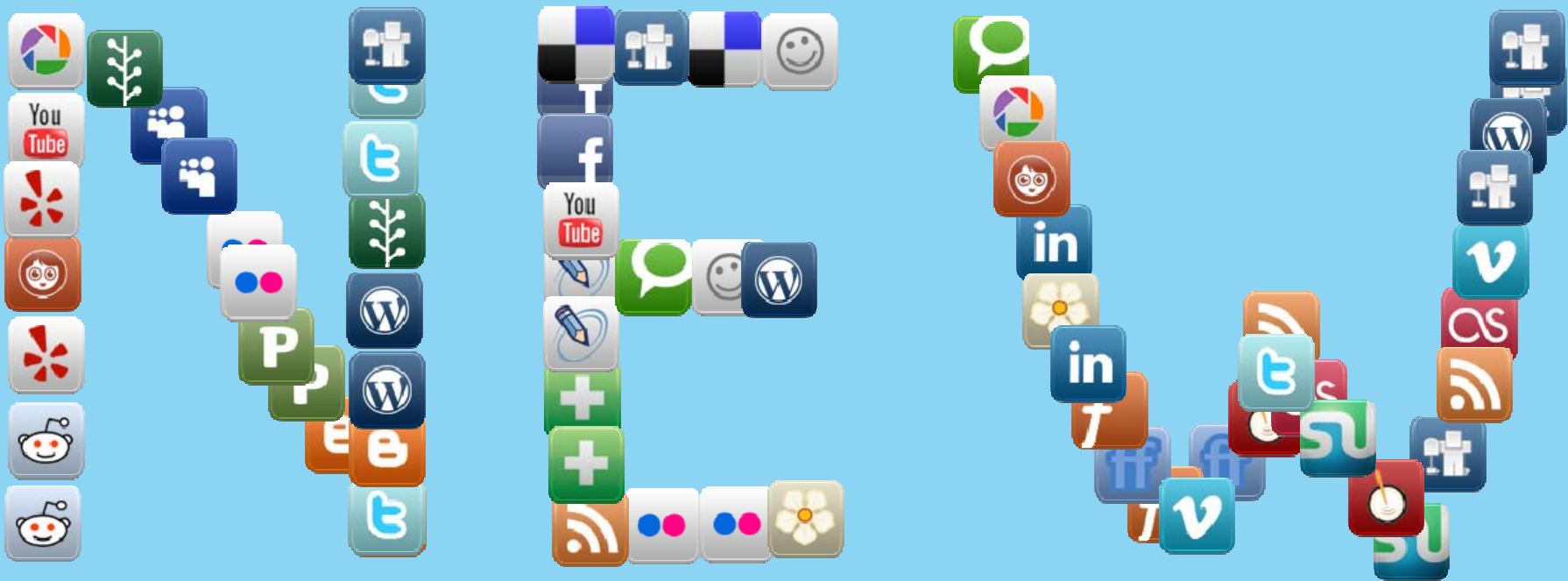
Brought to you by Brian Solis & JESS3



For more information
check out conversationprism.com

2015 ACC ANNUAL MEETING BOSTON, MA OCT 18-21

WHERE IN-HOUSE COUNSEL CONNECT



Icons by jwloh
<http://jwloh.deviantart.com/art/Social-me-90694011>

2015 **ACC** BOSTON, MA
ANNUAL MEETING **OCT 18-21**
WHERE IN-HOUSE COUNSEL CONNECT



Facebook on Nasdaq By ProducerMatthew CC BY-SA, via Wikimedia Commons

A Twitter Banner Draped Over The New York Stock Exchange For Twitter's IPO by Anthony Quintano CC BY, via Flickr



WIKIPEDIA
The Free Encyclopedia

navigation

- Main Page
- Contents
- Featured content
- Current events
- Random article

interaction

- About Wikipedia
- Community portal
- Recent changes
- Contact Wikipedia
- Donate to Wikipedia
- Help

search

toolbox

- What links here
- Related changes
- Upload file
- Special pages
- Printable version
- Permanent link
- Cite this page

Dougcornelius my talk my preferences my watchlist my contributions log out

- [article](#)
[discussion](#)
[edit this page](#)
[history](#)
[move](#)
[watch](#)

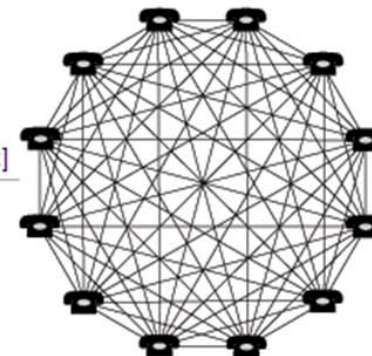
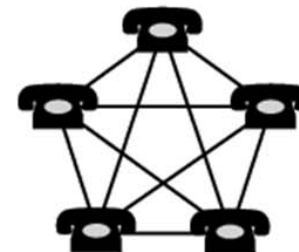
Metcalfe's law

From Wikipedia, the free encyclopedia
(Redirected from Metcalfe's Law)

Metcalfe's law states that the value of a **telecommunications network** is proportional to the square of the number of users of the system (n^2). First formulated by **Robert Metcalfe** in regard to **Ethernet**, Metcalfe's law explains many of the **network effects** of communication technologies and networks such as the **Internet**, **social networking**, and the **World Wide Web**. It is related to the fact that the number of unique connections in a network of a number of nodes (n) can be expressed mathematically as $n(n-1)/2$, which follows n^2 asymptotically.

The law has often been illustrated using the example of **fax machines**: a single fax machine is useless, but the value of every fax machine increases with the total number of fax machines in the network, because the total number of people with whom each user may send and receive documents increases.

In fact, Metcalfe's law measures the *potential* number of contacts, i.e. the technological side of a network. However the social utility of a network depends upon the number of nodes *in contact*. For instance, if Chinese and Non-Chinese users don't understand each other, the utility of a network of users that speak the other language is at zero, and the law has to be calculated for the two networks separately.



The n^2 Growth

[edit]

A graph that has a number of edges, q , can only have edges

$$0 \leq q \leq \binom{n}{2}$$

Where n is the number of vertexes in the graph. By definition,

$$\binom{n}{2} = \frac{n(n-1)}{2}$$




DE-Zeitungsrollenoffsetdruck By Sven Teschke, Büdigen [GFDL or CC-BY-SA-3.0, via Wikimedia Commons

2015 ACC ANNUAL MEETING BOSTON, MA OCT 18-21

WHERE IN-HOUSE COUNSEL CONNECT

Taylor Swift (taylorswift13)



61,593,269 Followers 226 Following 3,684 Updates 94 Klout

Bio Born in 1989.

Twitter <http://twitter.com/taylorswift13>

Website <http://t.co/AjT5TRgs35>

Relationships

- Not Following compliancebuild
- Not Following DougCornelius

Bill Gates (BillGates) Mentions



23,946,272 Followers 167 Following 1,743 Updates 92 Klout

Location Seattle, WA

Bio Sharing things I'm learning through my foundation work and other interests...


Twitter <http://twitter.com/BillGates>

Website <http://t.co/dtudepUWZI>

Relationships

- Not Following compliancebuild

Hillary Clinton (HillaryClinton)



3,978,771 Followers 41 Following 1,236 Updates 93 Klout

Location New York

Bio Wife, mom, grandma, women+kids advocate, FLOTUS, Senator, SecState, hair icon, pantsuit aficionado, 2016 presidential candidate. Tweets from Hillary signed -H

Twitter <http://twitter.com/HillaryClinton>

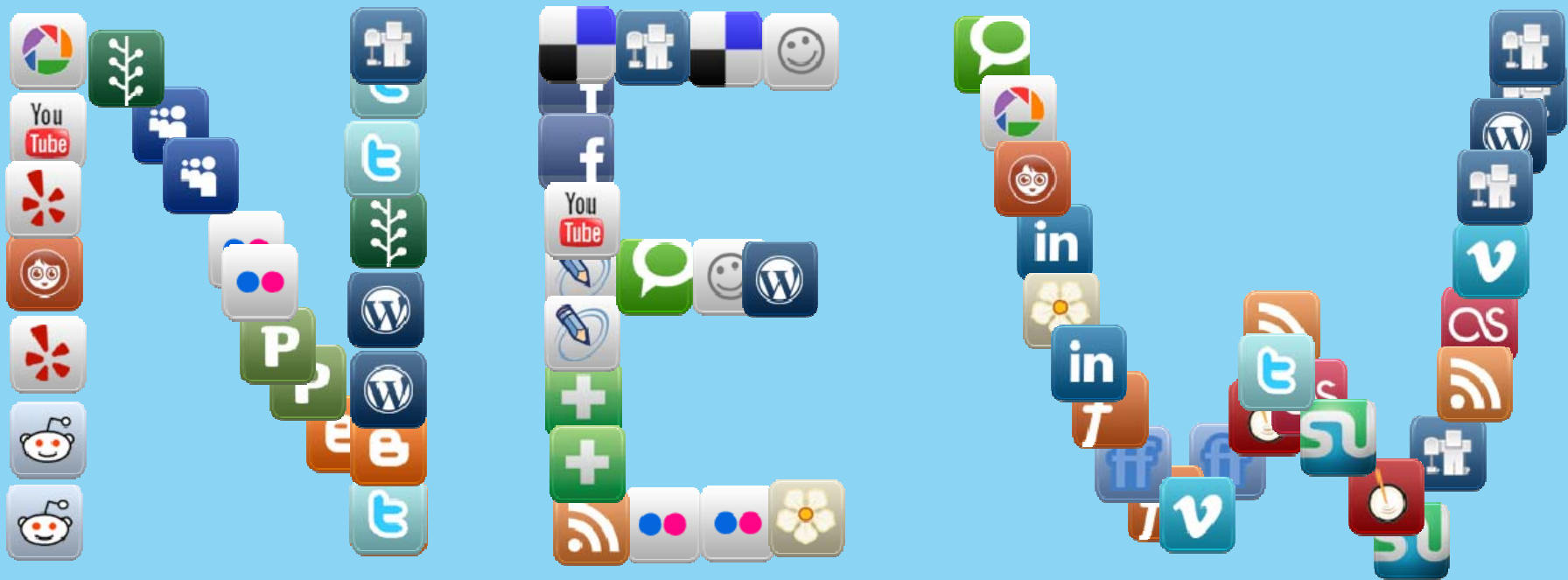
Website <http://t.co/ESBw0Arq44>

Relationships

-

2015 ACC ANNUAL MEETING BOSTON, MA OCT 18-21

WHERE IN-HOUSE COUNSEL CONNECT



Icons by jwloh
<http://jwloh.deviantart.com/art/Social-me-90694011>



This is the new publishing platform

Social Media Compliance Challenges

- Workflow
- Recordkeeping
- Legal review
- Mobility
- Changing features on platforms

2015 **ACC** ANNUAL MEETING BOSTON, MA
OCT 18-21
WHERE IN-HOUSE COUNSEL CONNECT



Like us on
facebook®

2015 ACC ANNUAL MEETING BOSTON, MA OCT 18-21

WHERE IN-HOUSE COUNSEL CONNECT

f Doug Cornelius



Doug

Home 5



Recent

- 2015
- 2014
- 2013
- 2012
- 2011
- 2010
- 2009
- 2008
- 2007
- 1999
- 1986
- Born



Doug Cornelius

Update Info

View Activity Log 2



Timeline

About

Friends 242

Photos

More ▾

Cover Photo



What did you study at Boston University School of Law in 1995? ✕

... 2 more pending items



Status



Photo / Video



Life Event

What's on your mind?



Chief Compliance Officer at Beacon Capital Partners LLC
Past: Wired (magazine) and Goodwin Procter LLP



Doug Cornelius uploaded a new video.

3 hrs · Newton, MA · 👤 ▾

Thought I could beat the storm on the bike ride home. I failed. It hailed.

2015 ACC ANNUAL MEETING BOSTON, MA OCT 18-21

WHERE IN-HOUSE COUNSEL CONNECT

f The Neighborhood Club

The Neighborhood Club Home

Page Messages Notifications Publishing Tools Settings Help

Add a Cover



The Neighborhood Club

Community Organization

Create Call to Action Share

Timeline About Photos Reviews More

Promote

THIS WEEK

0 Page Likes

Recent 2015



Number of people you can reach within 2 miles of your business:

74,000 people

Promote Local Business

ABOUT

A social and tennis club in West Newton, MA

<http://theneighborhoodclub.org/>

Promote Website

PHOTOS

Status Photo / Video 31 Event, Milestone +



What have you been up to?



Boost Post

Publish



The Neighborhood Club

Published by Doug Cornelius [?] · April 16 ·

Spring has sprung and the tennis season is upon us

<http://www.theneighborhoodclub.org/tennis-season-schedule/>

2015 ACC ANNUAL MEETING BOSTON, MA OCT 18-21

WHERE IN-HOUSE COUNSEL CONNECT



2015 **ACC** BOSTON, MA
ANNUAL MEETING **OCT 18-21**
WHERE IN-HOUSE COUNSEL CONNECT



A Twitter Banner Draped Over The New York Stock Exchange For Twitter's IPO by Anthony Quintano
CC BY, via Flickr

2015 ACC ANNUAL MEETING BOSTON, MA OCT 18-21

WHERE IN-HOUSE COUNSEL CONNECT

Home Notifications Messages



Search Twitter



Tweet



Doug Cornelius

@DougCornelius

TWEETS **10.1K** FOLLOWING **1,670** FOLLOWERS **3,926**

Gain more followers

Promote your account and get discovered by more people on Twitter. [Preview it first below](#)

Trends · [Change](#)

Voting Rights Act

Obama to call for Voting Rights Act restoration on law's anniversary
2,939 Tweets about this trend

#RuinAThriller

41.5K Tweets about this trend

#Deadpool

Two Deadpool Trailers? Both Are Awesome
82.9K Tweets about this trend

#auslaw

544 Tweets about this trend

Wildest Dreams

Taylor Swift's Next Single Is 'Wildest Dreams'
45.5K Tweets about this trend

#mnsolo

130 Tweets about this trend

Brady



Add photo Add location

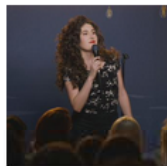
140

Tweet



Ben Stiller @RedHourBen · 51s

I am so happy this show exists.



CC:Stand-Up @ccstandup

You don't need to wait a single second. Watch next week's episode of #TheMeltdown NOW: on.cc.com/1K2DcU2

Retweet 1 Like 2



One Greenway @One_Greenway · Jun 1

Discover city living at #OneGreenway: onegreenwayboston.com



Who to follow · Refresh · View all



John Legere @JohnLegere

Followed by Columbia Center...

Follow

Promoted



BostonCyclistsUnion @bo...

Follow



MassBike @MassBike

Follow

Find friends

© 2015 Twitter About Help Terms Privacy Cookies Ads info Brand Blog Status Apps Jobs Advertise Businesses Media Developers

Find us on
Instagram



2015 ACC ANNUAL MEETING BOSTON, MA OCT 18-21

WHERE IN-HOUSE COUNSEL CONNECT

Instagram

Search

dougcornelius



gopro

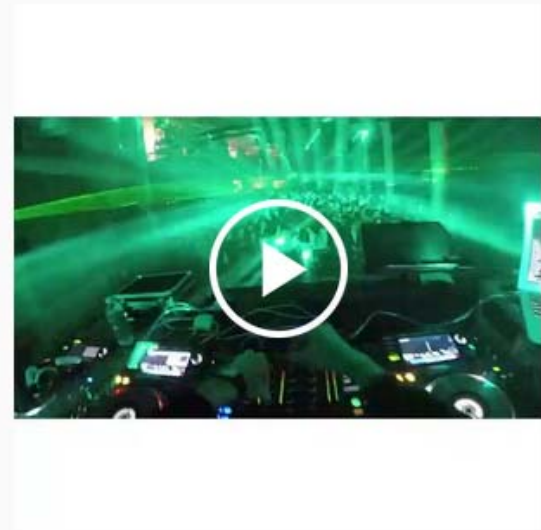
FOLLOWING

gopro Official GoPro Instagram. We make the World's Most Versatile Camera. Wear it. Mount it. Love it. gopro.com/submit/

1,863 posts

6m followers

453 following



2015 ACC ANNUAL MEETING BOSTON, MA OCT 18-21

WHERE IN-HOUSE COUNSEL CONNECT



gopro

FOLLOWING

125k likes

1h

gopro Photo of the Day! @TMahlmann stitched together a series of shots during a lightning storm over Lake Louise, IN and it produced this beautiful result. Submit your best photos with us by clicking the link in our profile. #GoPro #lightning

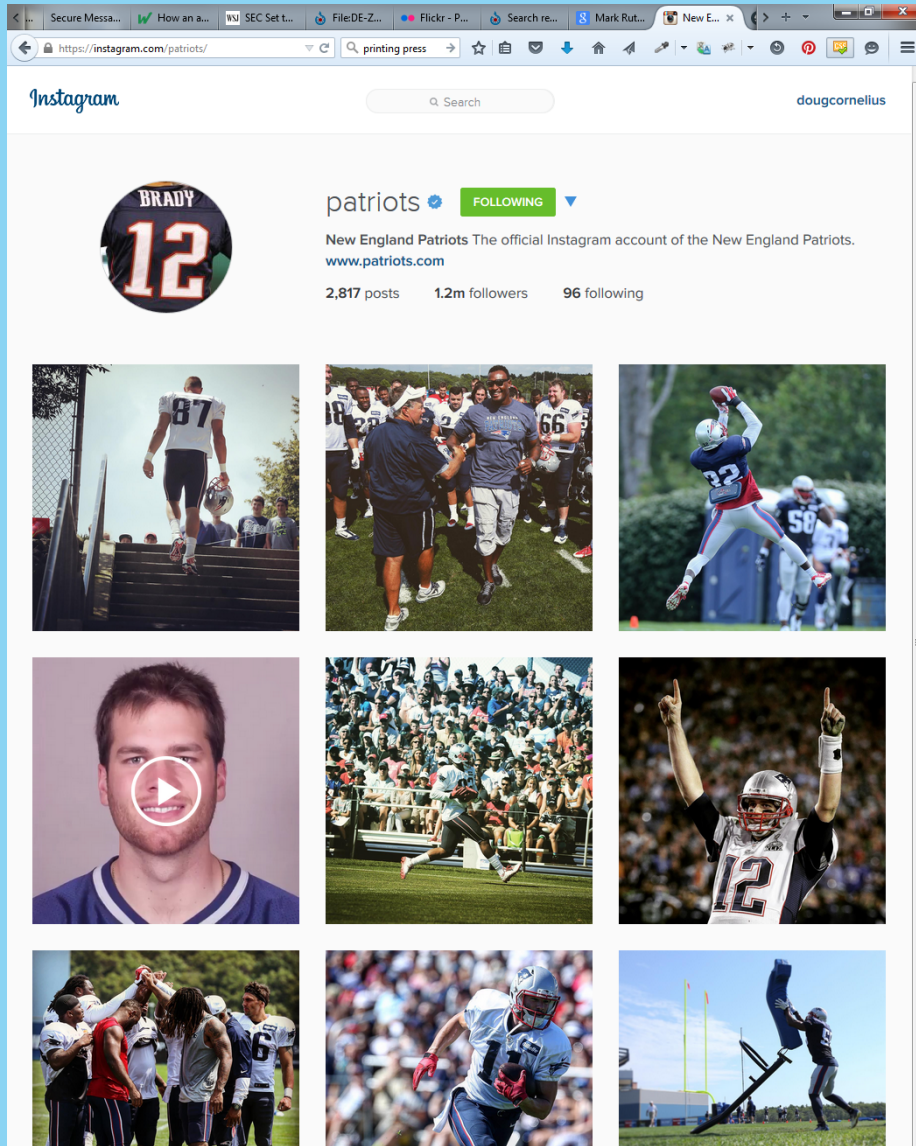
view all 1,014 comments

- courtannney_ @dustinhart1313
- alharthywolf @tagy85 @7andoda @alig607 is this real 😊
- alharthywolf @alrashdi_1
- davekarp88 @courtneyloo8 so dope
- alexboulden88 @alisonpatricia
- ownation_ag @kahelenek
- josiasabrahamdaniel Nice
- luke_hopkirk Wow
- catanne4 .
- wanderingmaybealittlelost @beautifulbo

♡ Add a comment... ○○○

2015 ACC ANNUAL MEETING BOSTON, MA OCT 18-21

WHERE IN-HOUSE COUNSEL CONNECT



2015 **ACC** BOSTON, MA
ANNUAL MEETING OCT 18-21
WHERE IN-HOUSE COUNSEL CONNECT



2015 ACC ANNUAL MEETING BOSTON, MA OCT 18-21

WHERE IN-HOUSE COUNSEL CONNECT



Edit profile



Doug Cornelius

dougcornelius.com

Chief Compliance Officer for a real estate private equity company, trying to stay in touch and up to date with the world. GeekDad. BikeGeek.

17
Boards

152
Pins

10
Likes

34
Followers

37
Following

+
Create a board

Resume



11



Edit

Wishlist



18



Edit

Cycling



9



Edit

2015 ACC ANNUAL MEETING BOSTON, MA OCT 18-21

WHERE IN-HOUSE COUNSEL CONNECT



Follow

Martha Stewart Living

New York, NY · www.marthastewart.com ·

Daily recipes, crafts, and inspiration from Martha Stewart Living.

163
Boards

32,147
Pins

2,700
Likes

738,011
Followers

326
Following

Summer Fun



Follow

Summer Drink Ideas



Follow

Baking and Desserts



Follow

Cleaning and Homekeeping...



Follow



2015 ACC ANNUAL MEETING BOSTON, MA OCT 18-21

WHERE IN-HOUSE COUNSEL CONNECT



Upload



The Tonight Show Starring Jimmy Fallon

Subscribed

- Home
- Videos
- Playlists
- Channels
- Discussion
- About

Also subscribed

What to watch next



Backstage Magic Trick: Penn and Teller

by The Tonight Show Starring Jimmy Fallon 621 views



Pros and Cons: Watching the Republican Debates

by The Tonight Show Starring Jimmy Fallon



Penn and Teller Show Jimmy How to Pull a Rabbit

by The Tonight Show Starring Jimmy Fallon



Kate Mara Was in a Children's Singing Group

by The Tonight Show Starring Jimmy Fallon

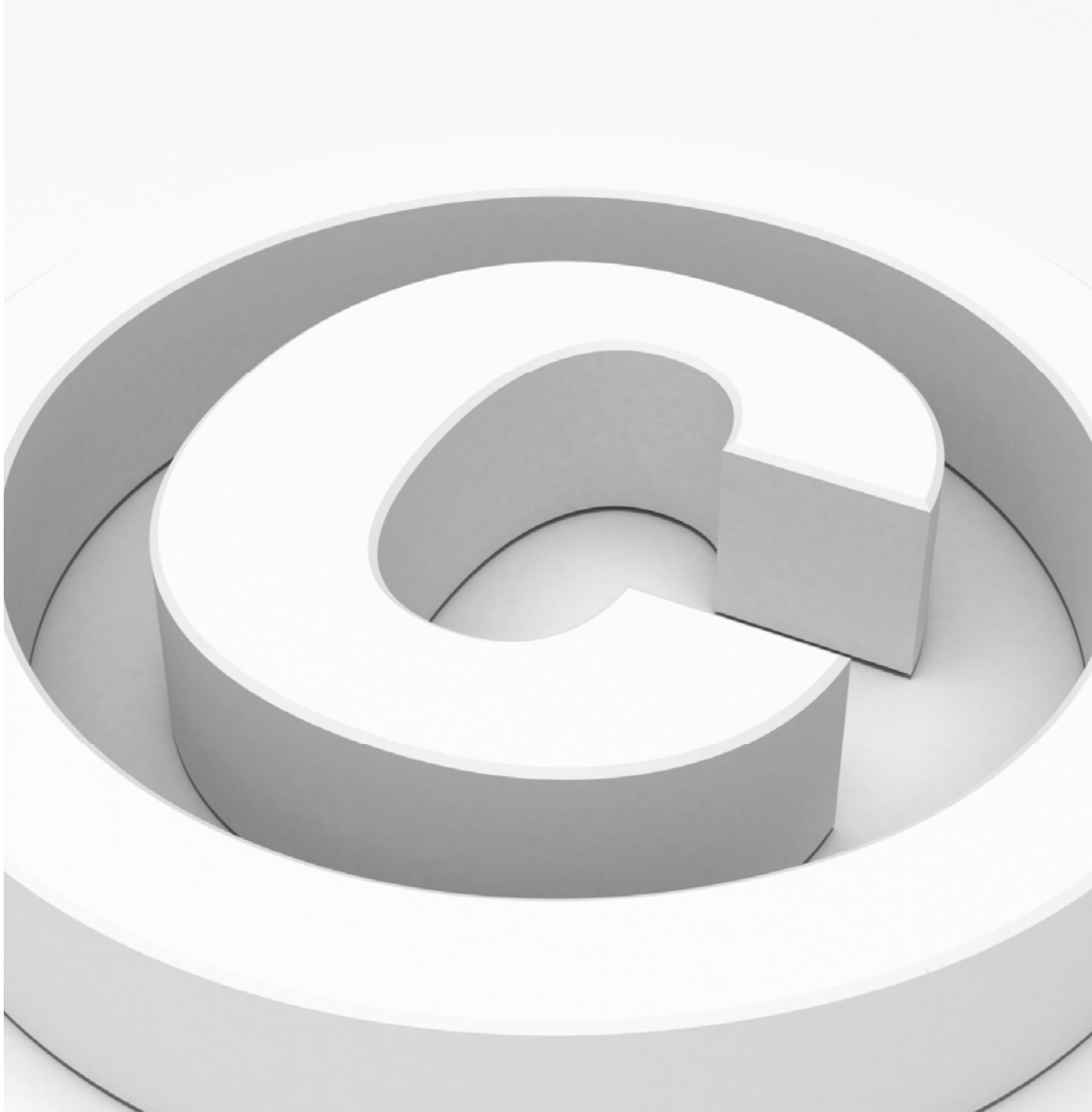
Popular Comedy from NBC!

NBC

Late Night with Set...

Parks and Recreati...

Jay Leno



Laws and Regulations

Digital Millennium Copyright Act

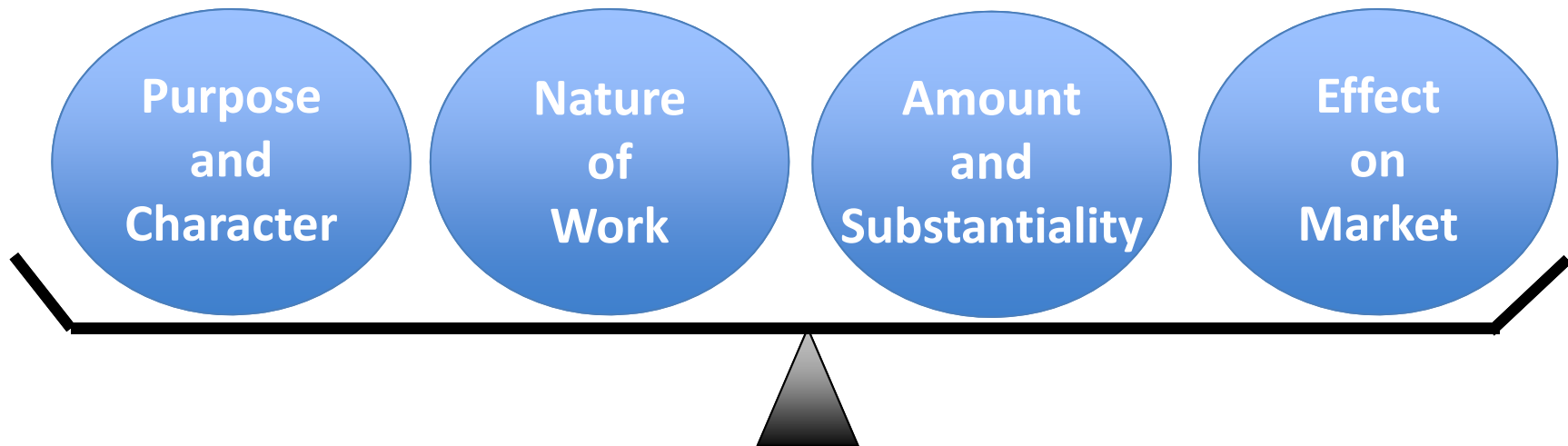
- Digital distribution
- Balancing needs
- Safe harbor provisions



Digital Millennium Copyright Act (DMCA)

- How does this apply to social media?
- Social media websites qualify as OSPs under the DMCA!
- Two “tools” available for enforcement:
 - Subpoena to disclose identity of infringers
 - DMCA Takedown Notice

US Copyright Act – Measuring Fair Use



Rarely Spoken but often Present....

- Public perception – Are you good or bad?
 - Due to their subjective nature, Fair Use decisions often contradict one another and are often impacted by factors such as a judge or jury’s personal sense of right or wrong
 - While the Supreme Court has indicated that offensiveness is not a fair use factor, a morally offended judge or jury may feel differently
- US Copyright Office has a searchable index of case law related to fair use
 - <http://copyright.gov/fair-use/>

2015 **ACC** BOSTON, MA
ANNUAL MEETING **OCT 18-21**
WHERE IN-HOUSE COUNSEL CONNECT



2015 **ACC** BOSTON, MA
ANNUAL MEETING **OCT 18-21**
WHERE IN-HOUSE COUNSEL CONNECT



International Digital Copyright Laws

- Digital Economy Act 2010 – United Kingdom
- E-Commerce Directive 2000/31 – European Union
- *Loi sur le Droit d'Auteur et les Droits Voisins dans la Société de l'Information* – France
- Bill C-60, C-61 – Canada (proposed only)

2015 **ACC** BOSTON, MA
ANNUAL MEETING OCT 18-21
WHERE IN-HOUSE COUNSEL CONNECT



Remedies

Digital Millennium Copyright Act (DMCA)

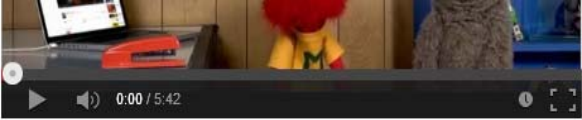
- In order to qualify for safe harbor, an OSP must:
 - Designate an agent for receiving takedown notices
 - Respond timely to takedown notices (and notify the alleged infringer)
 - Terminate a repeat offenders' ability to use the service

Digital Millennium Copyright Act (DMCA)

- Takedown Notice:
 - In writing
 - Sent to designated agent
 - Must include:
 - Contact information of copyright owner
 - Identification of work infringed
 - Signature of copyright owner
 - Statement of good faith belief of infringement
 - Statement that information in notice is accurate





Digital Millennium Copyright Act (DMCA)

- ▶ Manage your content on YouTube
- ▶ Copyright support and troubleshooting
- ▶ Learn more about copyright



Manage your content on YouTube

If you would like to submit a notification of alleged copyright infringement, get information on what to do if you believe your video has been removed in error, or get information on how to dispute a Content ID match, the resources below will help educate you about our easy-to-use rights management processes.

| | |
|--|--|
|  Submit a copyright infringement notification Request the removal of an unauthorized use of your creative work. |  Submit a counter notification Request the reinstatement of a video that was incorrectly removed from YouTube for copyright infringement. |
|  Retract a claim of copyright infringement Cancel, or retract, a removal request that you or your company submitted to YouTube. |  Dispute a Content ID claim Contest a Content ID claim on your video that you believe is wrong. |

Copyright support and troubleshooting

There's a lot to learn about the world of copyright. If you'd like help diagnosing a copyright issue, the resources below are the best place to start. If your question is not answered here, please search our Help Center, where you will find additional information.

Digital Millennium Copyright Act (DMCA)

The screenshot shows a help article page with a breadcrumb trail: Desktop Help > Report Something > Intellectual Property Issues > Copyright. The page title is 'Reporting Copyright Infringements'. A left sidebar contains a menu with 'About Copyright' and 'Reporting Copyright Infringements' (the active item), and a 'Back' link. The main content area features a dropdown menu with the selected item 'How do I report a claim of copyright infringement?'. The text explains that reporting a claim is a serious matter and provides guidance on how to proceed, including reaching out to the person posting the content or using an online form. It also lists related articles and a 'Was this answer helpful?' feedback section.

Desktop Help > Report Something > Intellectual Property Issues > Copyright English (US)

About Copyright

Reporting Copyright Infringements

Back

Reporting Copyright Infringements

▼ How do I report a claim of copyright infringement?

Submitting a claim of copyright infringement is a serious matter with legal consequences. Before you report a claim of copyright infringement to us, you may want to reach out to the person posting the content. You may be able to resolve the issue simply by bringing it to their attention without contacting Facebook at all.

If you're not sure whether the content you're reporting is infringing your legal rights, you may want to seek legal guidance. Keep in mind that submitting intentionally misleading reports of infringement may be punishable under the Digital Millennium Copyright Act (DMCA) in the United States or similar laws in other countries.

If you believe your copyright is being infringed, the fastest and easiest way to report that to us is to fill out this online form. You do not need a Facebook account to submit a report. Alternatively, you can choose to use traditional (and slower) methods, such as mail, to contact our designated agent. In that case, make sure you send us a complete copyright claim.

Related articles:

- How do I know whether my copyright is being infringed by content that someone shared on Facebook?
- Do I own the copyright to something that I filmed from television or a live concert or sporting event on my own camcorder or phone?
- What should I include when submitting a report to Facebook alleging infringement of my copyright?

Last edited about 10 months ago

Was this answer helpful? Yes - No Permalink · Share · Related articles

Digital Millennium Copyright Act (DMCA)

- Subpoenas
 - Used to force disclosure of infringer's identity
 - Limited utility (may not use against ISPs over file sharing)
 - Takedown notice usually faster, more effective

Cease and Desist Letters

- “Soft” or “Hard”
- Check to make sure there is no relationship!
- Do you really care?
 - Does the posting give you free press?
 - Does the social media site or channel get a lot of traffic?
 - Are you being harmed?
 - Can you even locate the infringer?
- Consider a business-to-business phone call first

Cease and Desist Letters

- Is there a chance your letter might end up in a blog about copyright bullying?
- Is the issue the copyrighted material, or what the third party says or does with it?
 - Are you angry because the third party is using the material to comment on your organization in a negative way?

Was it Worth it?

**GUARDIAN ACCUSED OF 'FALSE' COPYRIGHT
'BULLYING' AGAINST HILARIOUS YOUTUBER**

f SHARE EMAIL g+ SHARE TWEET 007

PLAY
**Nintendo's Epic Fail — Grabbing Copyright
From Its YouTube Fans**

**Bros Icing Bros - A Case for Copyright Bullying by
Overreacting Smirnoff Lawyers**

2015 **ACC** BOSTON, MA
ANNUAL MEETING **OCT 18-21**
WHERE IN-HOUSE COUNSEL CONNECT



Alternative Methods of Enforcement

- Can you leverage tools that are provided by social media sites?
 - YouTube ContentID
 - Qualified owners provide YouTube with material (music, videos)
 - YouTube loads the material into a database
 - When a third party tries to upload content to YouTube, the content is “scrubbed” against the database
 - Owners decide: mute, block, monetize, track

Lawsuits

- Recommend as last resort
- Generally unsuccessful against OSPs
 - *Telecinco v. YouTube*, Madrid Court of Appeal, January 14, 2014
 - Requires control or position of actual knowledge with respect to user-generated content to exclude from safe harbor
 - Notice of takedown insufficient
 - *Viacom International Inc. v. YouTube, Inc.*, New York, 2007-2013

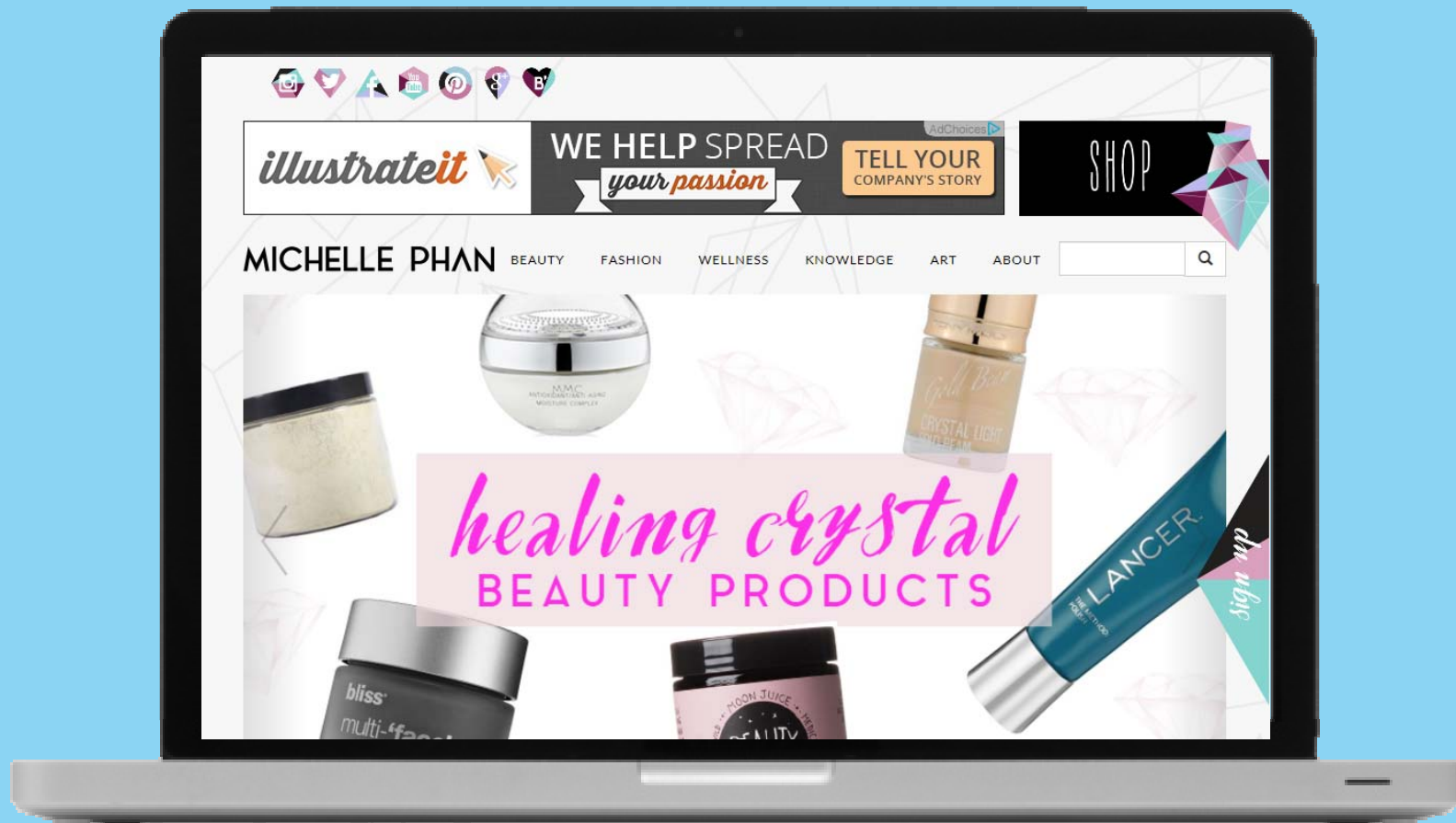
2015 ACC ANNUAL MEETING BOSTON, MA OCT 18-21

WHERE IN-HOUSE COUNSEL CONNECT

Recent Press



Beauty vs. the Beat



The Revolution Brought to You by Prince

**Appeals judges hear about Prince's
takedown of "Dancing Baby" YouTube vid**

Years after Stephanie Lenz uploaded a video to YouTube, precedent will be set.

Stephanie Lenz uploaded a 30 sec video of her baby dancing to "Let's Go Crazy" on YouTube

Can Social Media be “Transformative”?

UNITED STATES DISTRICT COURT
 SOUTHERN DISTRICT OF NEW YORK

-----X
 NORTH JERSEY MEDIA GROUP INC.,

Plaintiff,

- against -

JEANINE PIRRO and FOX NEWS NETWORK, LLC,

Defendants.
 -----X

**AMENDED
 OPINION AND ORDER**
 13 Civ. 7153 (ER)

Ramos, D.J.:

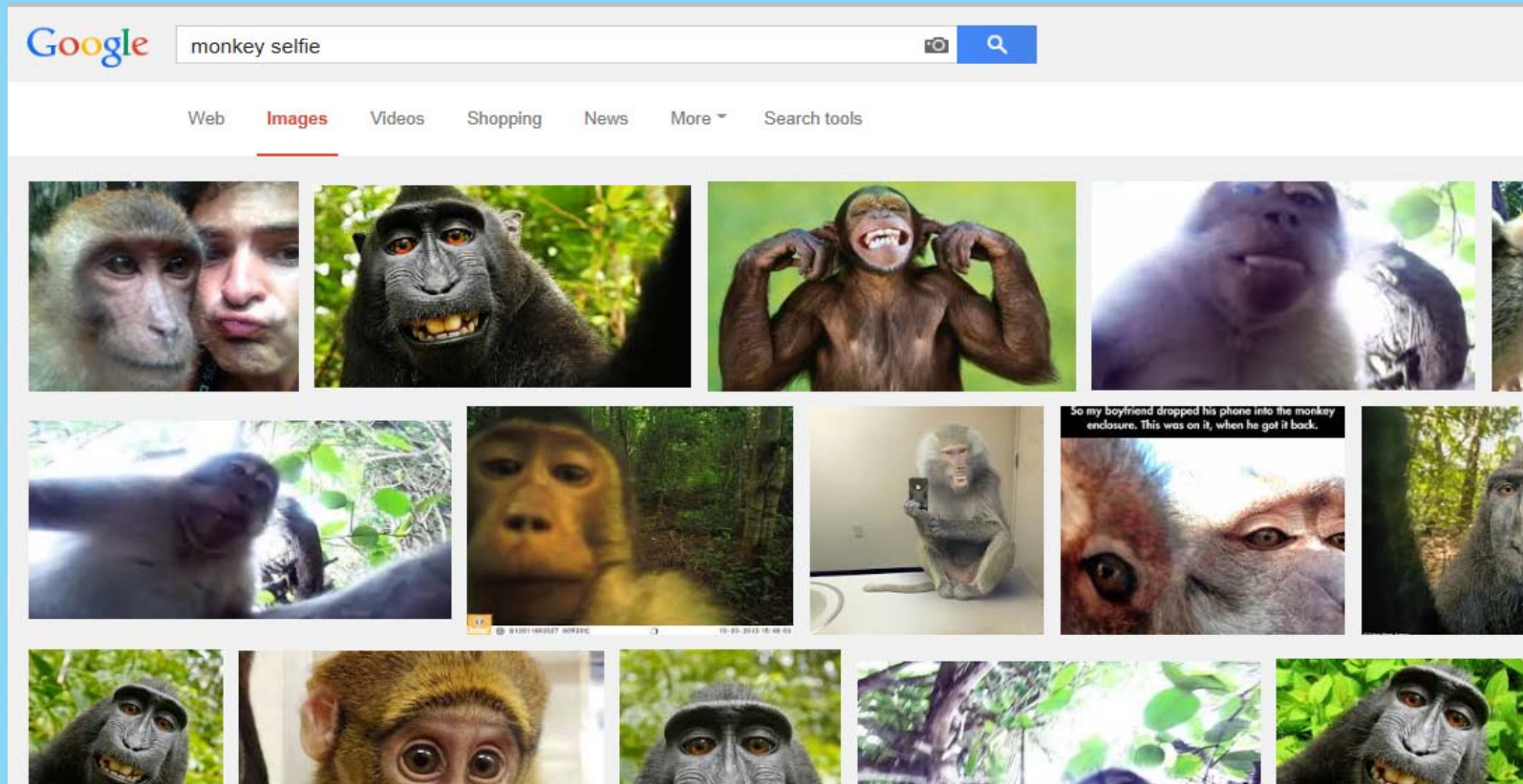
Plaintiff North Jersey Media Group Inc. (“Plaintiff” or “NJMG”) brings this action against Jeanine Pirro and Fox News Network, LLC (“Fox News”) (collectively, “Defendants”) under the Copyright Act, 17 U.S.C. § 101, alleging that Defendants infringed on Plaintiff’s copyright in its now iconic photograph of three firefighters raising the American flag at the ruins of the World Trade Center site on September 11, 2001 (the “Work”). Fox News posted a photograph that juxtaposed the Work with the classic World War II photograph of four U.S.

2015 **ACC** BOSTON, MA
ANNUAL MEETING **OCT 18-21**
WHERE IN-HOUSE COUNSEL CONNECT

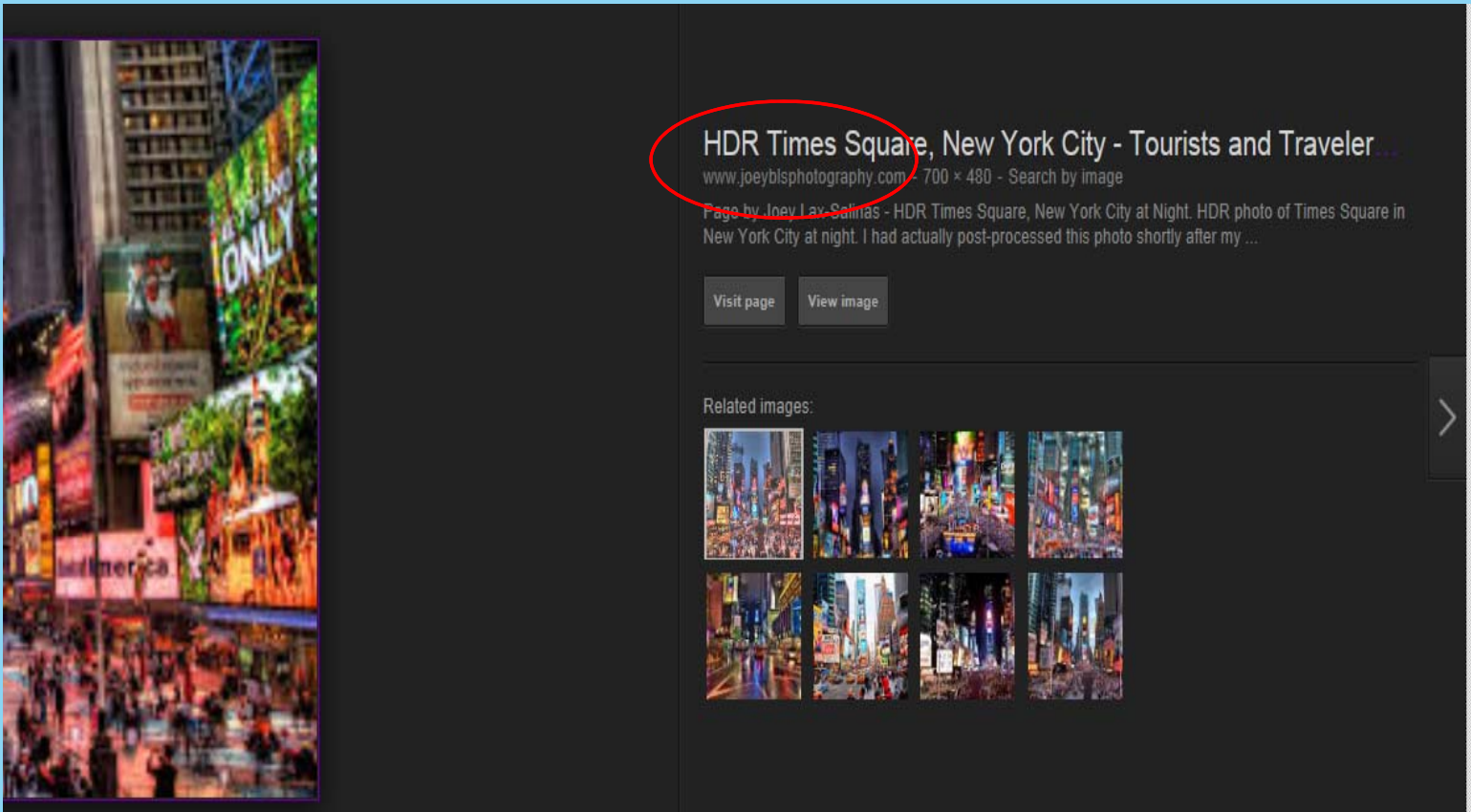


Scenarios

Google Images



Google Images



The screenshot shows a Google Images search result. On the left is a large, vibrant HDR photograph of Times Square at night, featuring bright billboards and a dense crowd of people. On the right, the search result details are displayed. The title 'HDR Times Square, New York City - Tourists and Traveler...' is circled in red. Below the title, the source 'www.joeyblsphotography.com' and dimensions '700 x 480' are visible. A red line is drawn under the text 'Page by Iney Lay Salinas'. Below the text are two buttons: 'Visit page' and 'View image'. At the bottom, there is a 'Related images' section with a grid of eight smaller thumbnail images of Times Square at night, and a right-pointing arrow.

HDR Times Square, New York City - Tourists and Traveler...
www.joeyblsphotography.com - 700 x 480 - Search by image
Page by Iney Lay Salinas - HDR Times Square, New York City at Night. HDR photo of Times Square in New York City at night. I had actually post-processed this photo shortly after my ...

Visit page View image

Related images:

Google Images



Kuala Lumpur Hotel: **Grand Seasons Hotel, Kuala Lumpur** |
www.grandseasons.com - 400 - 300 - Search by image
Kuala ...

[Visit page](#) [View image](#)

Related images:



Google Images

About 1,000 results (0.65 seconds)

 Image size: 400 x 300
Find other sizes of this image: All sizes - Large

Best guess for this image: **business meeting**

7 Deadly Sins of Business Meetings | Entrepreneur.com
www.entrepreneur.com/article/224151
Aug 14, 2012 - Skype meetings used to be a weekly ritual for InQuicker, a health-care IT company with offices in Nashville, Tenn., and Vancouver, B.C. "It had ...

Conducting Effective Business Meetings - For Dummies
www.dummies.com/how-to/.../conducting-effective-business-meetings.ht...
Every business, whether it has 2 employees or 2000, has meetings as a regular part of getting things done. Although employees can communicate with one ...

Visually similar images Report images



Pages that include matching images

Business Meeting | Dindingwe Advertising & Media
dindingwe.co.zw/gallery/business_meeting_2/

Creative Commons

The screenshot shows the Creative Commons Search website. At the top, there is a navigation bar with links for About, Licenses, Public Domain, Support CC, Projects, and News. The main search area features a green search bar with the text "monkey selfie" and a red circle around it. Below the search bar, there are several search engine options, including Europeana, Flickr, Fotopedia, Google, Google Images, Jamendo, Open Clip Art Library, SpinXpress, Wikimedia Commons, YouTube, Pixabay, ccMixer, and SoundCloud. A disclaimer is located at the bottom left, and a language selector is at the bottom right.

cc creative commons About Licenses Public Domain Support CC Projects News

cc Search Find content you can share, use and remix

monkey selfie

I want something that I can... use for commercial purposes; modify, adapt, or build upon.

Search using:

Europeana Media Flickr Image Fotopedia Image Google Web

Google Images Image Jamendo Music Open Clip Art Library Image SpinXpress Media

Wikimedia Commons Media YouTube Video Pixabay Image ccMixer Music

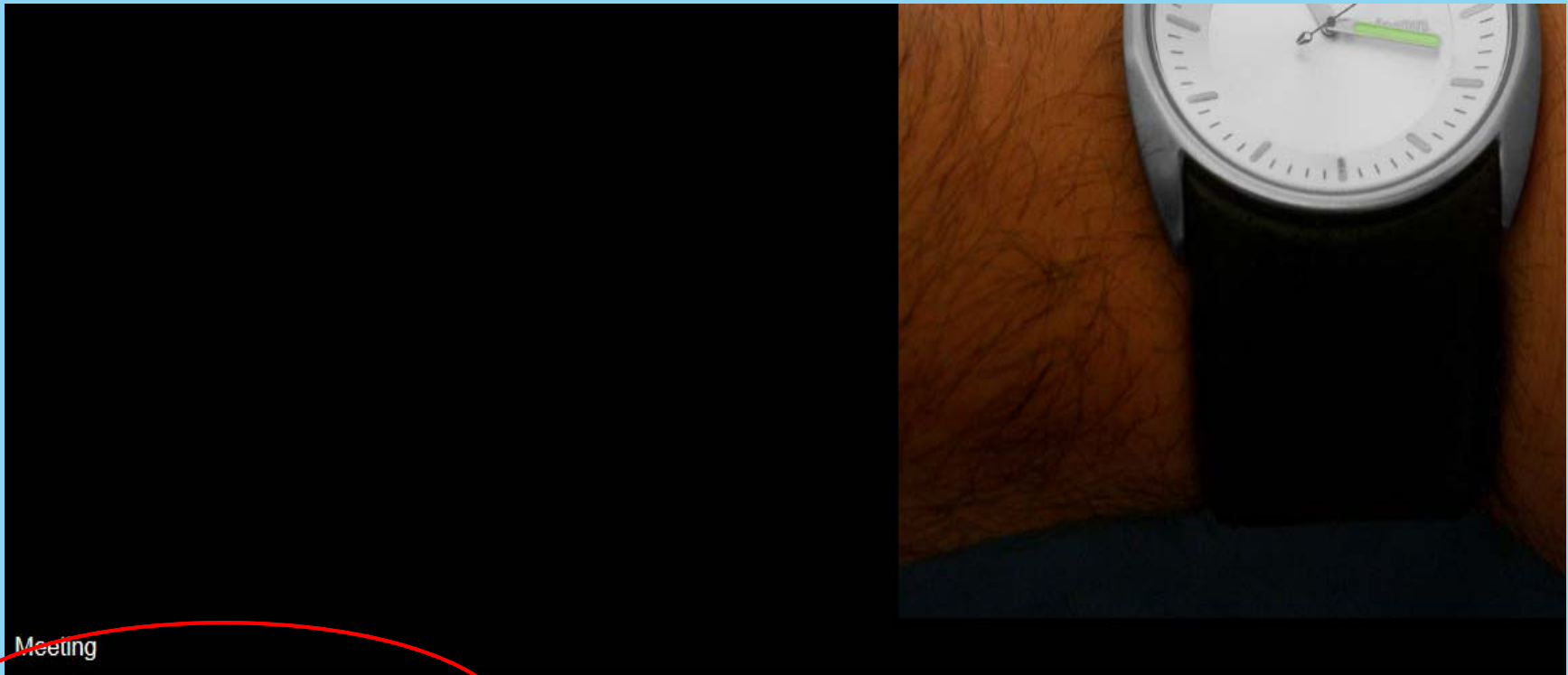
SoundCloud Music

Please note that search.creativecommons.org is *not a search engine*, but rather offers convenient access to search services provided by other independent organizations. CC has no control over the results that are returned. *Do not assume that the results displayed in this search portal are under a CC license.* You should always verify that the work is actually under a CC license by following the link. Since there is no registration to use a CC license, CC has no way to determine what has and hasn't been placed under the terms of a CC license. If you are in doubt you should contact the copyright holder directly, or try to contact the site where you found the content.

Add CC Search to your browser. Learn how to switch to or from CC Search in your Firefox search bar.

English Help Translate

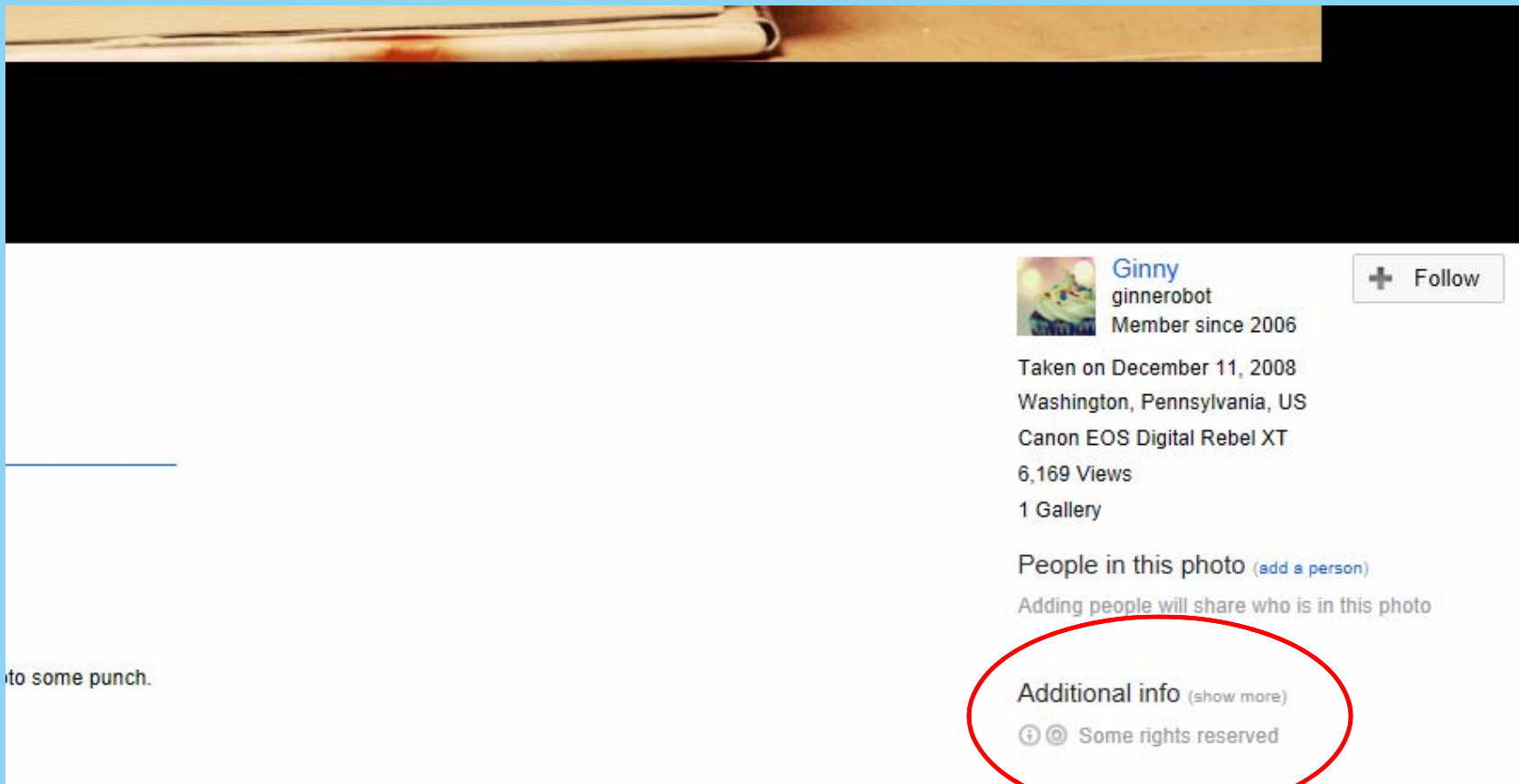
Creative Commons



Meeting

Would you like to use this picture? Go ahead, just add this info:
Image via Alexander Kaiser, pooliestudios.com

Creative Commons



Bonus Question



YouTube



YouTube

MOVIECLIPS.COM

0:03 / 3:36

Field of Dreams (6/9) Movie CLIP - Doc Saves Karin (1989) HD

MOVIECLIPS

Subscribe 1,666,028

123,259

184 7

YouTube



The screenshot shows a YouTube video player interface. At the top, there is a video player with a red progress bar and a play button. Below the player, the video title is "Welcome to WBAL-TV 11's YouTube channel". The channel name is "WBAL-TV 11 Baltimore" with a profile picture and a "Subscribe" button showing 7,837 subscribers. Below the channel information, there are "Like" and "Dislike" buttons, and a menu with "About", "Share", and "Add to" options. A "Share" button is highlighted, and a row of social media sharing icons (Facebook, Twitter, Google+, Blogger, Reddit, Tumblr, Pinterest, VK, LinkedIn, StumbleUpon, X, Email, Digg) is visible. At the bottom, there is a text input field containing the URL "http://youtu.be/a2yQD8Sld04" and a "Start at:" field with the value "0:16".

Bonus Question



Practical Advice for In-House Lawyers

Addressing the Challenges

- Same rules apply as for print materials!
- Educate, Educate, Educate, Educate
 - Internal clients/employees
 - What tools can they use?
 - Teach them to self-help
 - Tell them how to get help, if needed
- Yourself
 - Learn the tools, sites, apps
 - Know what your clients are using!

Addressing the Challenges

- Policies
 - Make sure they address social media and the internet, if necessary
 - Incorporate copyright into other corporate policies
 - Electronic Communications Policy
 - Code of Conduct

Addressing the Challenges

- Reinforce the message

LEGG MASON
GLOBAL ASSET MANAGEMENT

Intellectual Property

Alert

SNIPPET IP News You Can Use

Looking for free images?

People often ask us: "Where can I get free images to use in my presentation/white paper/report?"

Our answer: use the [Creative Commons search tool](#), which allows you to scour sites like Flickr and Google Images for images that have been licensed to the public for commercial use at no cost.

The attached tutorial shows you how to use the search tool. If you have any questions, please contact any member of the IP Group.

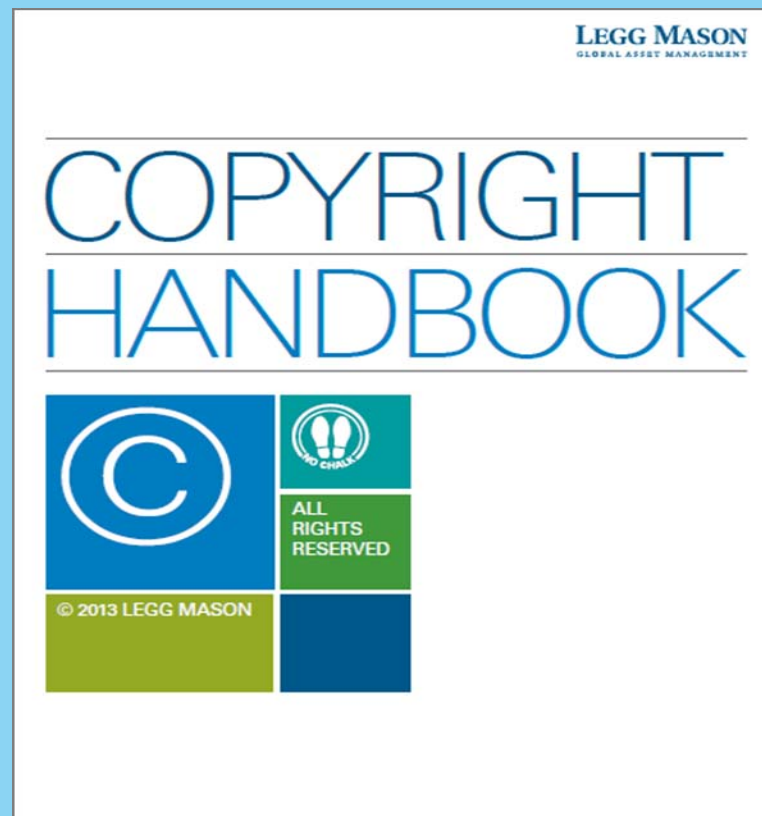
Think you see chalk? Speak up. Tell your manager * Legal and Compliance * HR * Employee Hotline

[Visit the Intellectual Property Group on LMEX](#)
[Access the SNIPPET archive](#)

To subscribe, unsubscribe, or ask a question, email intellectualproperty@leggmason.com.

Addressing the Challenges

- Reinforce the message



2015 **ACC** BOSTON, MA
ANNUAL MEETING **OCT 18-21**
WHERE IN-HOUSE COUNSEL CONNECT

