

THE (ALMOST) COMPLETE GUIDE TO IMAGE COPYRIGHT

How to Use Digital Content and NOT Get Sued!



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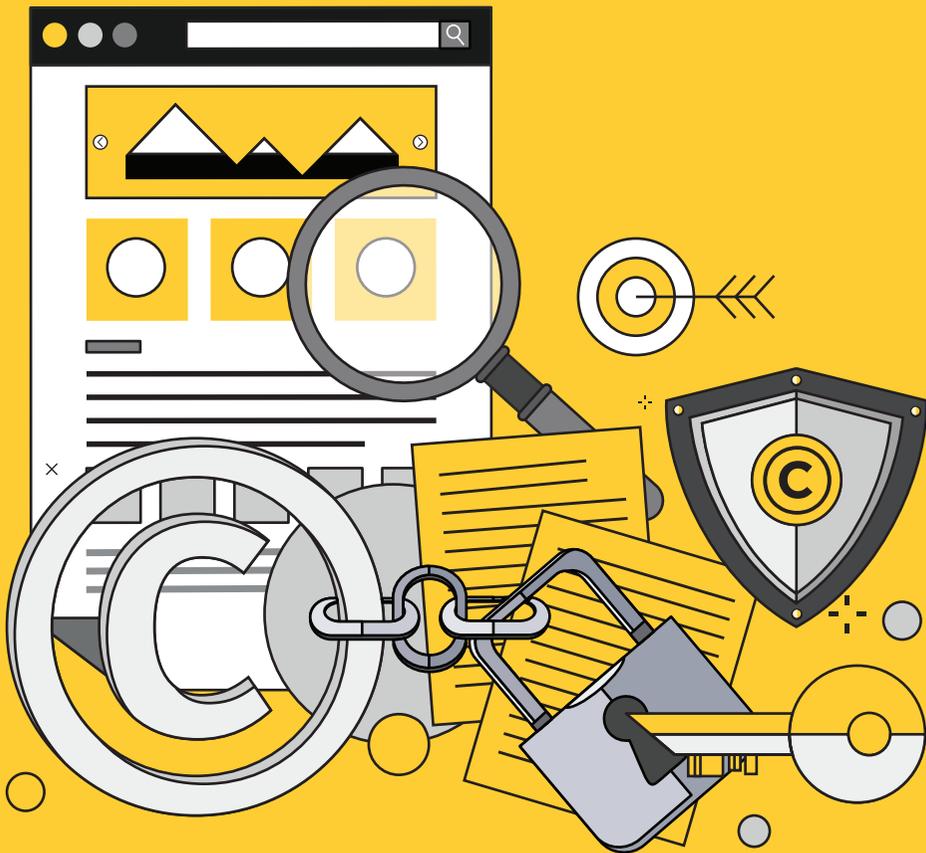
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Foreword

Have you ever...?

- Downloaded an image from Google Search
- Used an image with a watermark and thought it was OK to do so
- Erased an image with a watermark and used it in a project



If you nodded to any of those statements, then you've probably committed an act of copyright infringement. What's worse, claiming innocence and 'fair use' is no longer enough to clear you (or your organization) of legal lawsuits or demand letters.

Thank your lucky stars if you have been using unlicensed images without being caught by the copyright owner!

But if this has happened, the right thing for you to do is to remove the images immediately, or expect the worst to happen — copyright owners may send in a written request to get the web hosting provider to take down your website. This is called a cease and desist, or more commonly known as a DMCA takedown.

Take note that removing infringing materials from your website or projects will not absolve you completely from previous misuse but it is better than being a sitting duck. And as proven by [WayBack Machine](#), things that go on the internet often stay there forever.

So how does one navigate this murky law known as copyright in this digital age?

Fret not, we've got your back. In this eBook, we will go over the essentials of image copyrights, copyright infringement, licenses and how to avoid copyright infringement.

Did you know?

[Digital Millennium Copyright Act](#) is a digital rights management law introduced in 1998 in the United States. The law deals with the challenges of regulating digital material and it aims to protect the rights of copyright owners and users.



Introduction

Copyright Law Bites!

Many of us are unaware of how to comply with copyright law when it comes to using digital images, whether online or offline. Copyright is a hassle to most of us. We would rather 'right-click, save as' on Google Images, remove watermarks, or worse, do a screenshot.

In other words, we would rather feign ignorance and download the image illegally — that is until we're slapped with a notice of copyright infringement along with demand for damages from the owner.

Yes, copyright law bites.

Why Does Copyright Law Exist?

It may be hard to understand why copyright law exists from the consumer or user's perspective. After all, we would love to have free access to all the images in the world. Unfortunately, there's no such thing as a free lunch! :(

In order for us to understand why copyright exists, we need to put ourselves in the creator's shoes.



Let us begin with a simple scenario. Say you need an image for a social media post and you happened to stumble upon the image on the left on Google Search.

You think, “Hey, that’s just perfect for my post!”.

- 1. RIGHT CLICK...**
- 2. SAVE PHOTO...**
- 3. UPLOAD...**
- 4. POST...!**

Easy enough, right? However, did it occur to you that you have just infringed on the rights of the photographer?

Did we pause to appreciate the effort that went into creating that image? Behind every piece of art lies countless hours of experimentation and years of experience that culminated in its production.

Masterpieces are not made overnight. It is a process.

What Really Went Into The Making Of This Photo?

You see, that photo has come a long way. In the beginning, the photographer had to:

- 1. Scout for child talents.**
- 2. Recce for a suitable location.**
- 3. Get consent and model releases signed by the parents/guardians.**
- 4. Hire makeup artist and stylist.**
- 5. Arrange for production logistics.**
- 6. Coax them to pose.**
- 7. And when everything is perfect, take the shot!**



Then, there's the post-photography processing work where the photographer will have to:

- 8. Filter out the best shots.**
- 9. Make necessary edits.**
- 10. Pay for talent, makeup artist and stylist fees, and location rental.**

And, it doesn't stop there! The photographer still had to:

- 11. Look for an appropriate distribution channel (often a stock content provider).**
- 12. Upload and keyword the photo.**
- 13. Provide proof of having the relevant releases.**
- 14. Get through the vetting and approval process.**

Only then, the photo will be made available for licensing. Finally, the photographer can reap the fruits of his labor from that one photo!

Copyrighted Work Is Hard Work

That is a lot of work just for a digital photograph. So whenever you download a photo without paying for the license to use them, you are essentially stealing the work!

This is the reason why copyright law is in place. It is to protect creators as well as providing them with the legal right to earn a living from their work.





- 1** Copyright is a form of Intellectual Property (IP) which includes patents, industrial design, trademarks and trade secrets. Unlike most Intellectual Property which require the IP owner to submit an application for registration, copyright comes into effect from the moment of creation and is exclusively owned by the creator.
- 2** Copyright law is strictly national, however most countries extend protection to foreign works under conditions that are standardized by international copyright treaties and conventions; such as the Berne Convention and the WIPO Copyright Treaty.
- 3** Copyright only applies to works created by humans; hence, works by non-human entities like animals are not copyrightable.
- 4** Copyright applies to original literary works, paintings, photographs, films, music, choreography, sculptures, etc. but NOT ideas and facts.
- 5** Copyright, like other Intellectual Property, has an expiration date which is dependent on the country from which the creation originates. Generally, copyright expires 70 to 120 years following the death of the creator.



1

PERFORMANCE

Copyright owners have the right to perform the copyrighted work.

2

DISTRIBUTION

Copyright owners have the right to distribute the copyrighted work.

3

ADAPTATION / MODIFICATION

Copyright owners have the right to create new works based on copyrighted work, or modify the copyrighted works.

4

DISPLAY

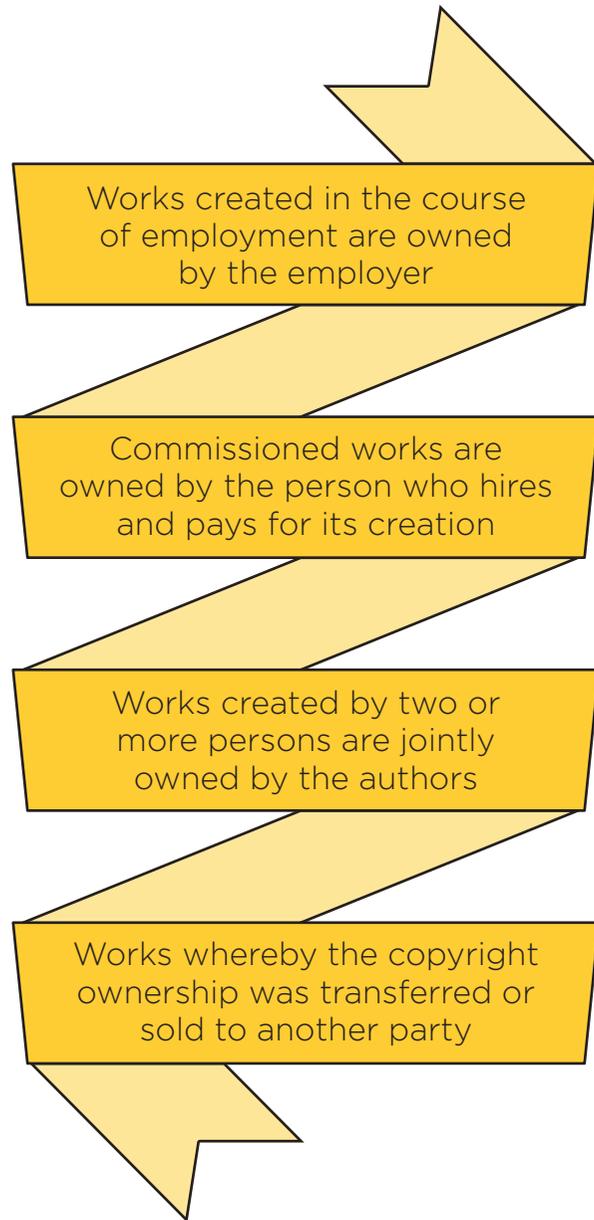
Copyright owners have the right to display the copyrighted work in public.

5

REPRODUCTION

Copyright owners have the right to reproduce the copyrighted work.

Usually, copyright ownership goes to the creator, with these exceptions:

An illustration of a browser window with a dark grey header bar containing three colored circles (yellow, grey, white) and a search bar. The main content area is light grey and contains three paragraphs of text. A white mouse cursor arrow is pointing at the bottom right corner of the window.

The first alleged case of copyright dispute occurred around 560 A.D. in Ireland, but it was only in 1710 when the first copyright law — Statute of Anne was introduced in Great Britain.

Statute of Anne is named after Queen Anne as it was enacted during her reign. It was the first statute on copyright that was regulated by the government. Prior to that, copyright was enforced by a guild of printers called the Stationers' Company.

Copyright was originally a law to protect printers and only applied to printed books. We have come a long way since then, and copyright law now extends to digital media e.g. illustrations, photographs, ebooks, videos and more.

NEXT >

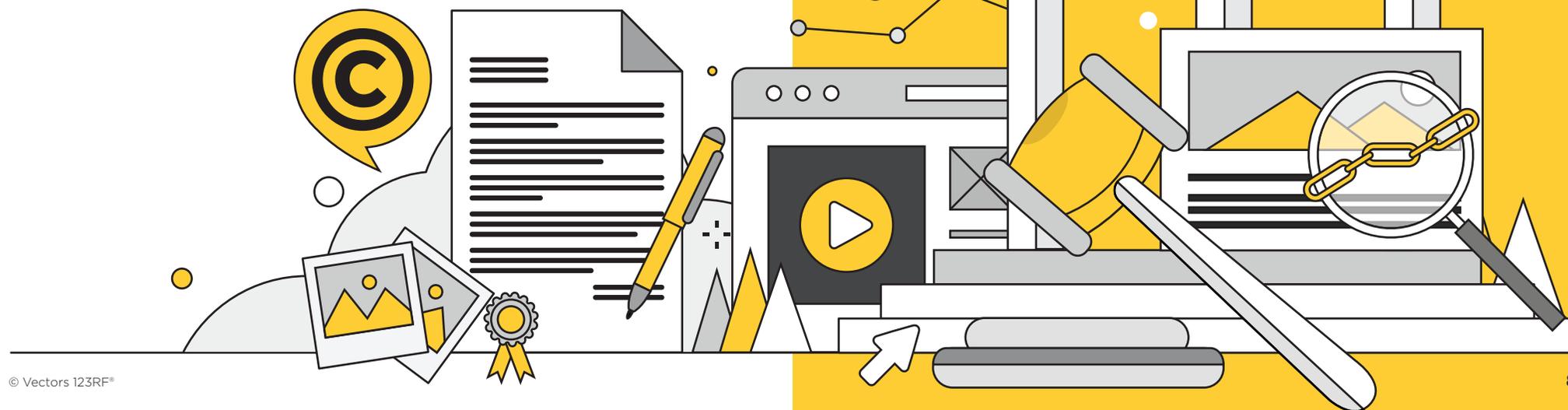
Should I take copyright seriously?

Yes! Copyright infringement, whether intentional or unintentional, can result in massive monetary damages due to legal lawsuits and settlement claims. In more serious cases, criminal penalties such as imprisonment may also be imposed. Take for instance, this case where [Photographers net thousands in compensation after spike in copyright infringement cases.](#)

How can we avoid such penalties?

Easy! Just get your content from stock content providers. These folks ensure that all content supplied on their websites have legally undergone required checks for quality control, release forms and copyright clearance (logos, branding elements, etc.)!

We'll explain more about **Stock Content** in the next section. Do read on...



What is Stock Content?

Stock content is pre-produced, ready-to-use images such as photographs, illustrations and vectors as well as video footage and audio files. These content are uploaded to a licensing platform and you may purchase the rights to use them.

The platform is usually managed by a stock content provider, and it is very much like a searchable online library – which often times, contains millions of images, video and audio clips.

Did you know?

Stock content providers actually DO NOT 'sell' content! They operate platforms that offer licensing and rights management services for content creators to market and monetize their content to a global audience.



How does a Stock Content Provider ensure that Content is safe for Commercial Use?

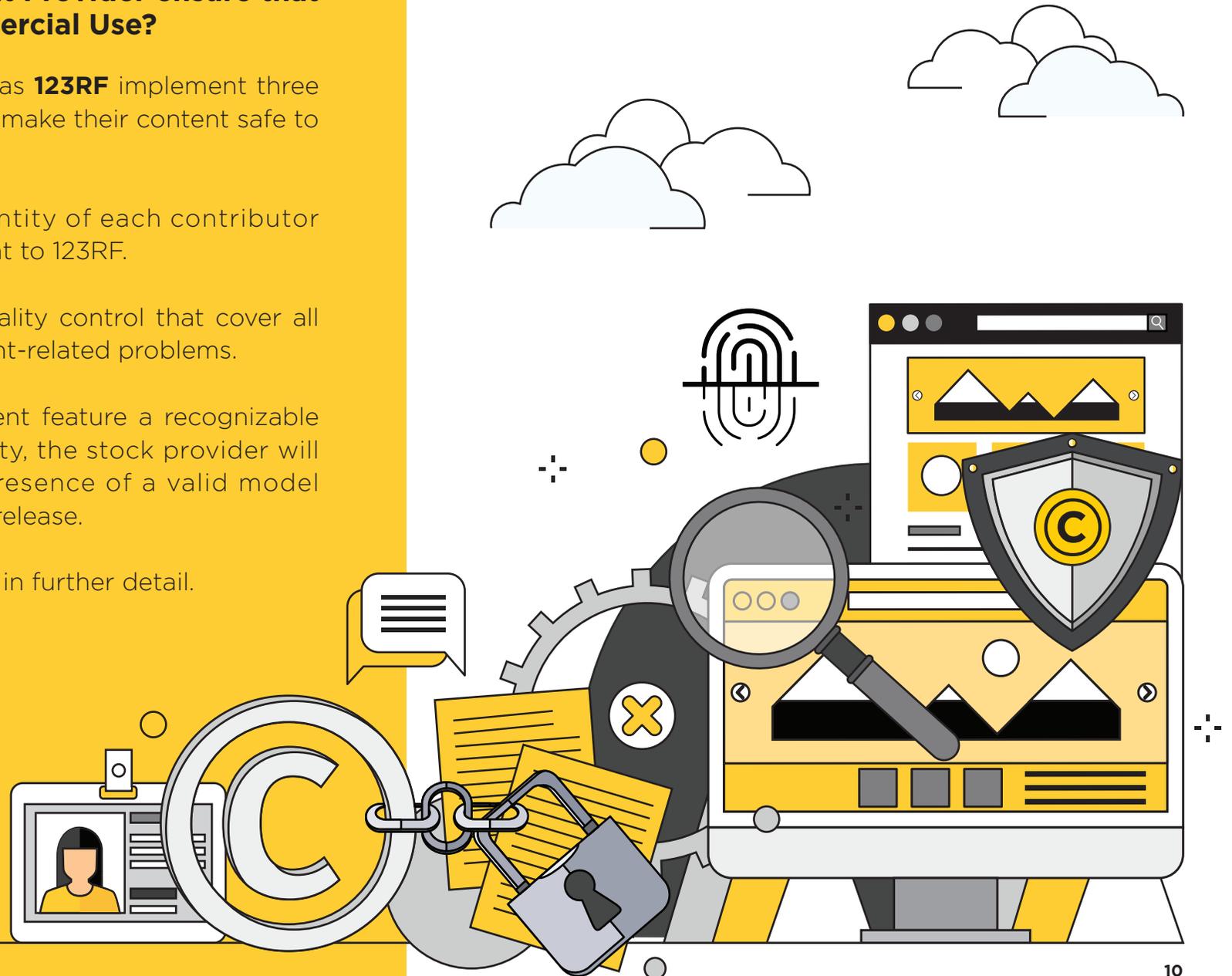
Stock content providers such as **123RF** implement three very important processes that make their content safe to use for commercial purposes:

Process 1: Validate the identity of each contributor uploading content to 123RF.

Process 2: Employ strict quality control that cover all aspects of content-related problems.

Process 3: Should the content feature a recognizable model or property, the stock provider will check for the presence of a valid model and/or property release.

Let's go through each process in further detail.



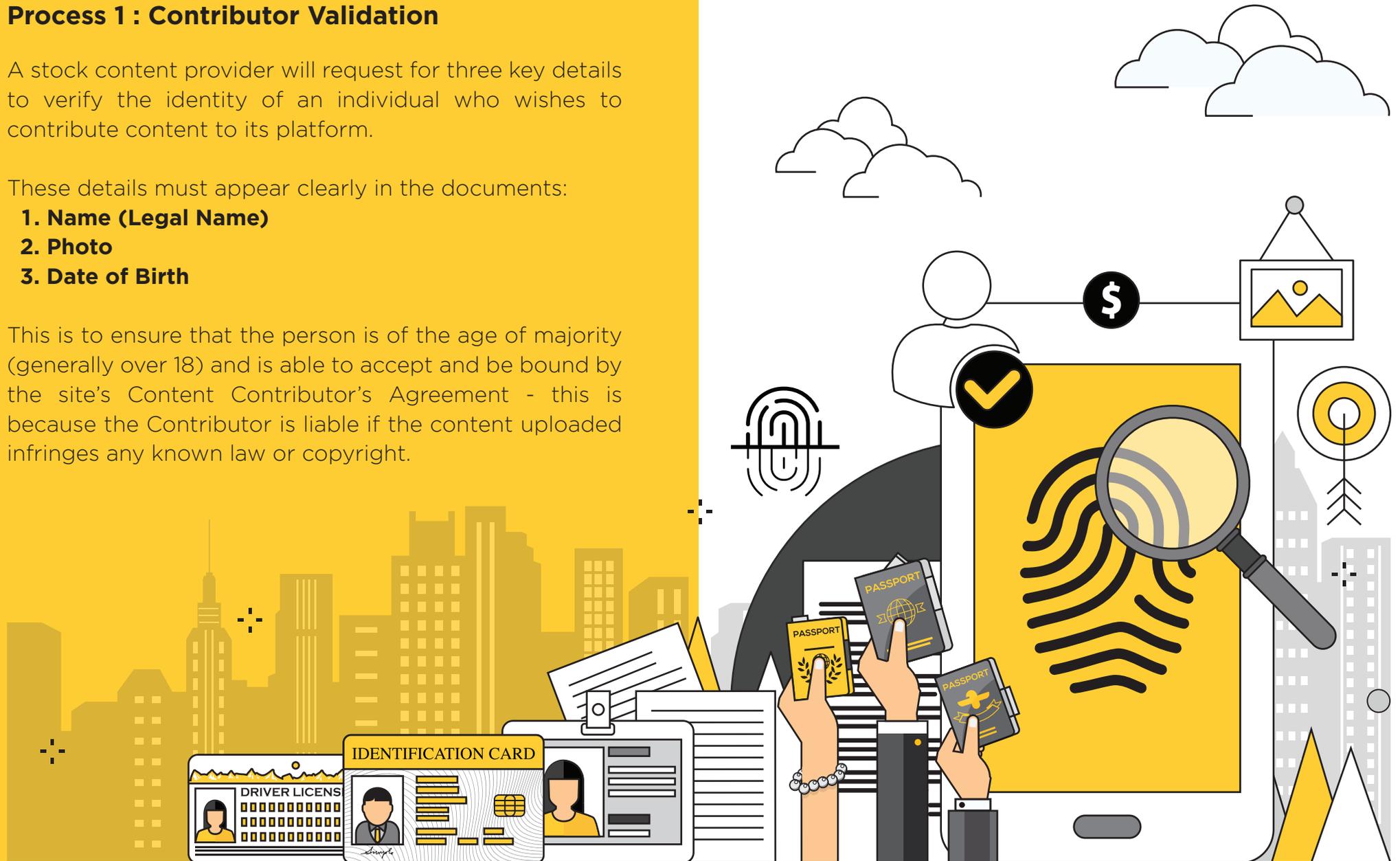
Process 1 : Contributor Validation

A stock content provider will request for three key details to verify the identity of an individual who wishes to contribute content to its platform.

These details must appear clearly in the documents:

- 1. Name (Legal Name)**
- 2. Photo**
- 3. Date of Birth**

This is to ensure that the person is of the age of majority (generally over 18) and is able to accept and be bound by the site's Content Contributor's Agreement - this is because the Contributor is liable if the content uploaded infringes any known law or copyright.



Process 2 : Strict Quality Controls on Content

Once approved as a Contributor, the content will undergo a series of checks. The infographic here shows the typical review considerations that a Content Reviewer will undertake to secure safe content.

As you can appreciate, the review and curation process requires a keen eye for detail and encyclopaedic knowledge on copyrights, restricted locations and other restrictions. It is no small feat to reliably review up to 100,000 content uploads per day! To date, there are over 70 million digital assets available for licensing at **123RF.com**.



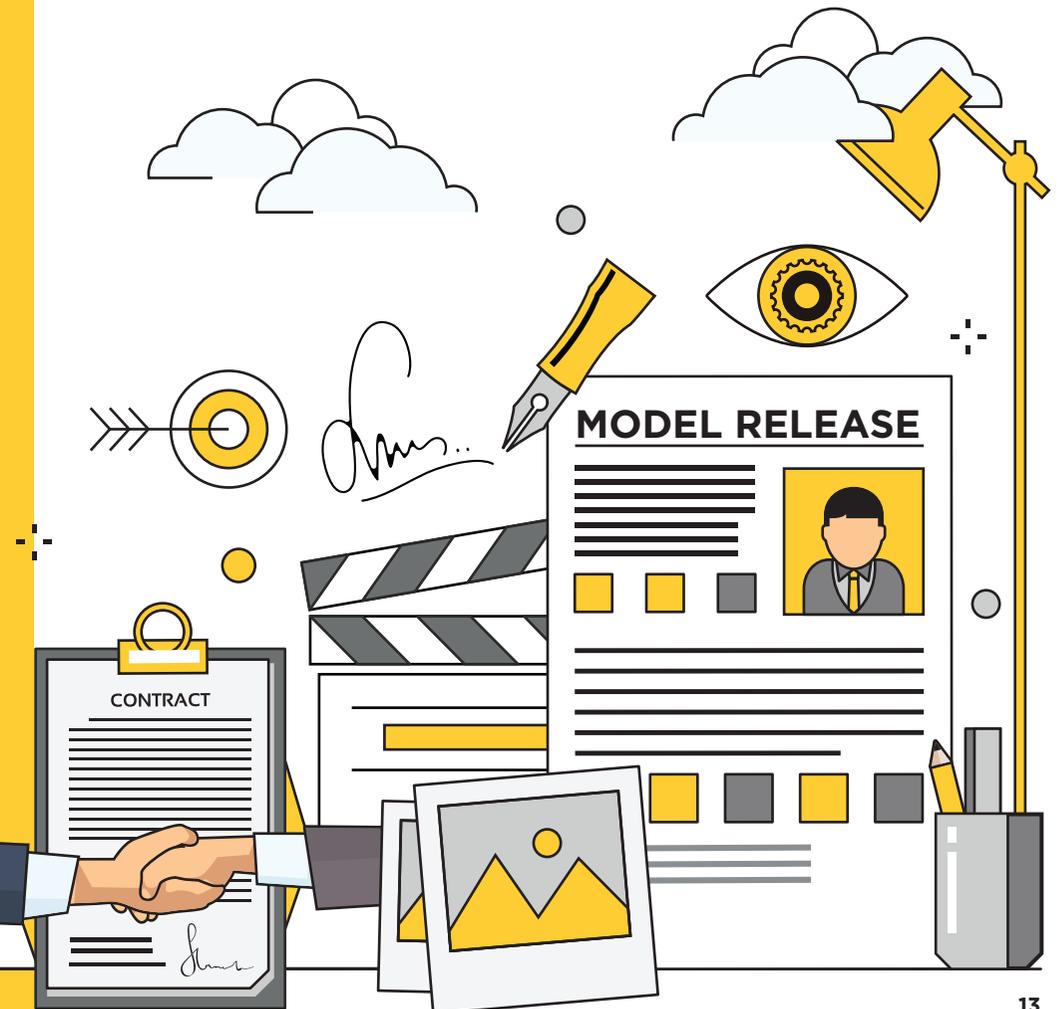
Process 3 : Enforcing Model & Property Releases

Model releases are a necessity when models (people) are in the photo. Anyone with an identifiable feature requires a model release! The content review team ensures that each person in the photo has signed one. This includes both adults, and minors (who will require a legal guardian to sign on their behalf).

Property releases are also required to verify that the owners of the property have approved the photo shoot - such as home and office interiors, or famous places. Content with property releases gives a customer peace of mind, knowing that the content they are purchasing has been legally assured for commercial use from the get go.

The easiest way to think about releases is that it gives the contributor permission to use photos from the shoot, modify, edit and eventually publish it for commercial and promotional purposes.

A **model/property release** is a signed agreement between the model/property owner that an image or footage is safe for commercial use. Releases permit the use of the content for all purposes, or may contain exceptions for certain usages. 'Model' refers to human, while 'property' encompasses pets, buildings, works of art, trademarks, brands and more.

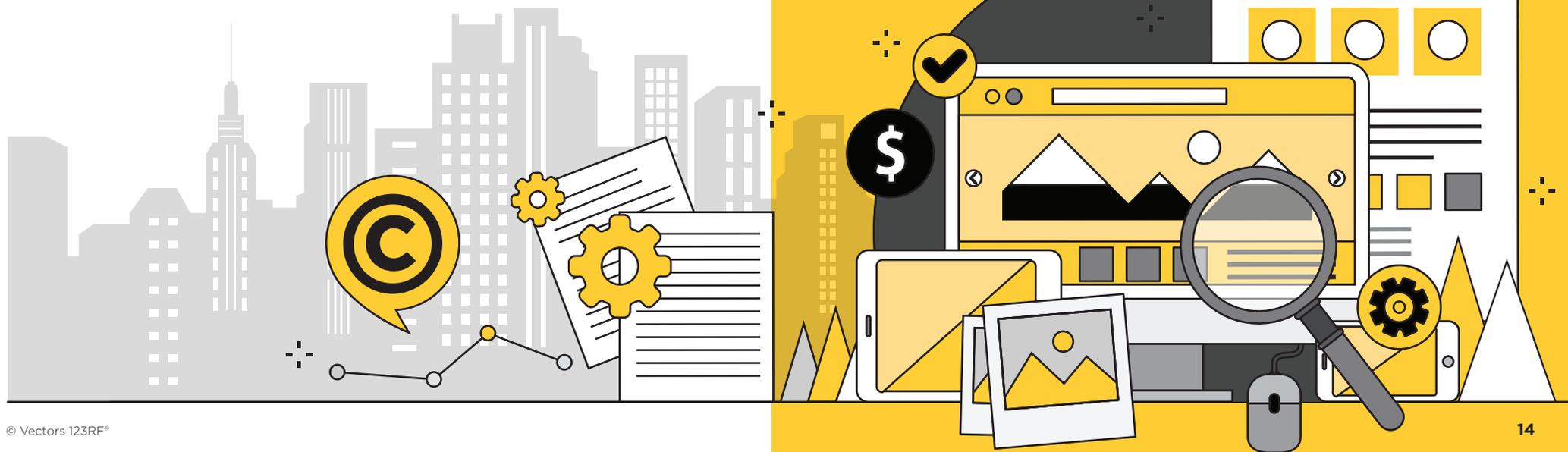


Why Pay for Stock Content?

When you purchase content from a stock content library, you are essentially purchasing the license to use it according to the End User License Agreement (EULA). Each license has its own scope of permitted uses. You may then safely use the content as long as you abide by the permitted scope of use.

By now, you should know that when you purchase the license, you do not actually own the copyright to the content. Copyright always belongs to the content creator.

Tip: Some terms that you might encounter are Licensor and Licensee. In this case, Licensor refers to the stock content providers, while Licensee refers to the buyers.



Getting to Know Stock Content Licenses

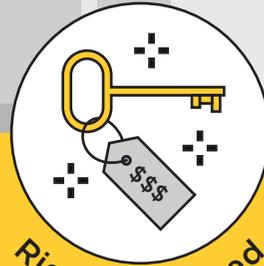
Broadly, there are 3 types of license available for all copyrighted works: Rights-Managed, Royalty-Free and Creative Commons.



Royalty-Free

Royalty-Free (Pay once, use forever!)

Let's just clarify one thing right from the start. Royalty-free (RF) content is NOT free content! You only have to pay for the initial license once, and then you can use it indefinitely. The price of the license usually depends on the file format; size of content and the intended use of content.



Rights-Managed

Rights-Managed (Pay per use)

For Rights-Managed (RM) Content, think of it as "content-for-rent". The Licensee (You) pays for a custom one-off use license, and its pricing is dependant on the:

- Type of usage:
Advertising, print, marketing collaterals etc.
- Media:
TV, print, online
- Circulation or Exposure:
In thousands
- Duration:
Months or years
- Region:
Specific to a country or region
- Adsize

You can also purchase exclusive rights (to some extent) with this license.



Creative Commons

Creative Commons (Free-to-use)

You may use the Content for free as long as you comply with the terms and conditions stipulated in the licensing terms.

**Broadly speaking there are two types of Royalty-Free license:
STANDARD license and EXTENDED license.**

USAGE	STANDARD LICENSE	EXTENDED LICENSE
Advertising Purposes		
Social Media Website, Applications		
Decorative Purposes		
Print / Publications, Digital Media, Education		
Presentations		
Design Elements, Art		
Prints for Sale on Products & Merchandize		
In Electronic / Digital Platforms		
In an Application that generates revenue		
In Standalone Templates (Website, Digital, Designs)		

As a rule of thumb, an extended license allows you to use stock content on print publications without any print run limitations; or on physical or digital products for resale purposes.

We have prepared a summary of seven commonly used **CREATIVE COMMONS LICENSES**.

TYPES OF CREATIVE COMMONS LICENSE	I AM ALLOWED TO			AS LONG AS I	
	Share	Make Changes	Use Commercially*	Credit The Creator	Keep The Same License
CCO No Rights Reserved 	✓	✓	✓		
CC BY Attribution 	✓	✓	✓	✓	
CC BY-SA Attribution-ShareAlike 	✓	✓	✓	✓	✓
CC BY-ND Attribution-NoDerivs 	✓		✓	✓	
CC BY-NC Attribution-NoCommercial 	✓	✓		✓	
CC BY-NC-SA Attribution-NoCommercial-ShareAlike 	✓	✓		✓	✓
CC BY-NC-ND Attribution-NoCommercial-NoDerivs 	✓			✓	✓

For example, **CC BY-SA** means that you are allowed to share, make changes, use the content commercially as long as you credit / attribute the original creator and keep the same license for derivative works that you go on to produce.

**Commercial use refers to 'any manner that is primarily intended for or directed towards commercial advantage or private monetary compensation.' This includes anything from printing illustrations on t-shirts for sale, creating web pages for businesses, using graphics in softwares or even in packaging.*

Disclaimer:

123RF does not warrant the truthfulness or accuracy of the above summary. Please head over to CREATIVE COMMONS for further information.

Is there any content that I can legally use for free?

Yes! Stock content under the **Public Domain** are free to download and free to use. However, there is a catch here. Although a work may be free to use, it is not free of authorship and ownership (refer to [case #9](#)).

Did you know?

In 2016, a stock content provider was sued for USD 1 billion for licensing and distributing photographs that were donated to Public Domain by a well-known photographer.

There are a few ways for content to be categorized under Public Domain:

- Works released by governments
- Works donated by content creators
- Works where the term of copyright has expired
- Works created before the implementation of copyright law

You may use these content as you like. Just note that you may need to look into privacy and publicity rights if you intend to use the content for commercial purposes.



What if the content I licensed from a stock content provider has infringed a copyright law?

Some stock content providers offer legal indemnity to buyers in the event that this does happen. It comes in the form of a liability clause that covers you for up to a certain amount.

For instance, with 123RF, each buyer has an indemnity limit of up to US\$25,000 against any claims of copyright infringement; provided the buyer has used the content according to the licensing terms.

Of course, the terms and coverage differ between stock content providers so you should always check with the stock content provider you're purchasing from for clarification.



What should I do when I receive a notice of copyright infringement?

Relax, we got you. Here are some guidelines on what you should do:

If you purchased the image from a stock content provider:

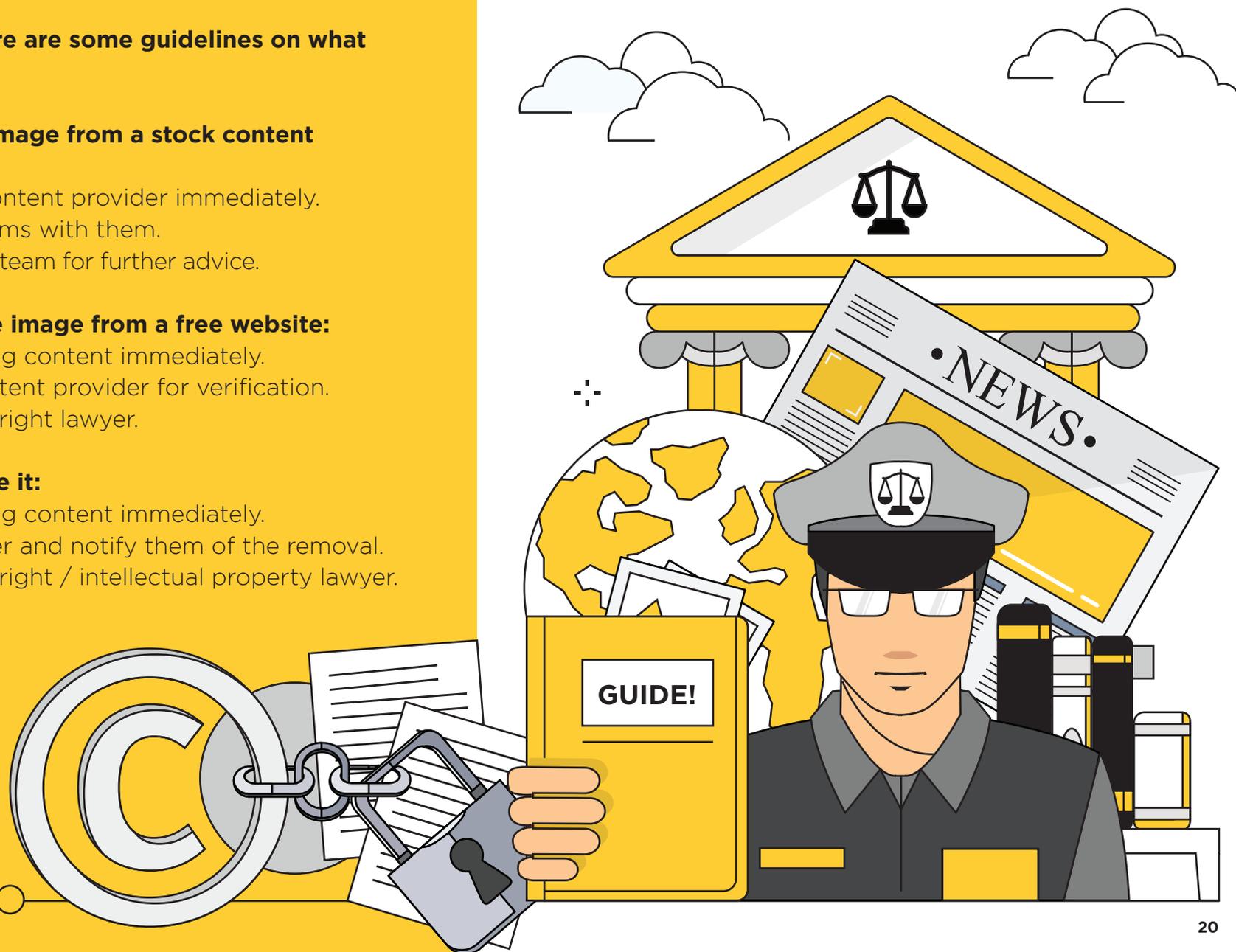
1. Contact the stock content provider immediately.
2. Verify the license terms with them.
3. Liaise with their legal team for further advice.

If you downloaded the image from a free website:

1. Remove the infringing content immediately.
2. Contact the free content provider for verification.
3. Contact a local copyright lawyer.

If you did not purchase it:

1. Remove the infringing content immediately.
2. Respond to the issuer and notify them of the removal.
3. Contact a local copyright / intellectual property lawyer.



This eBook was brought to you by



123RF is a royalty-free digital media library that offers a wide variety of budget-friendly commercial and editorial images, video footage, audio clips and vector illustrations. From its humble beginnings in 2005, 123RF is now one of the top global providers of content.

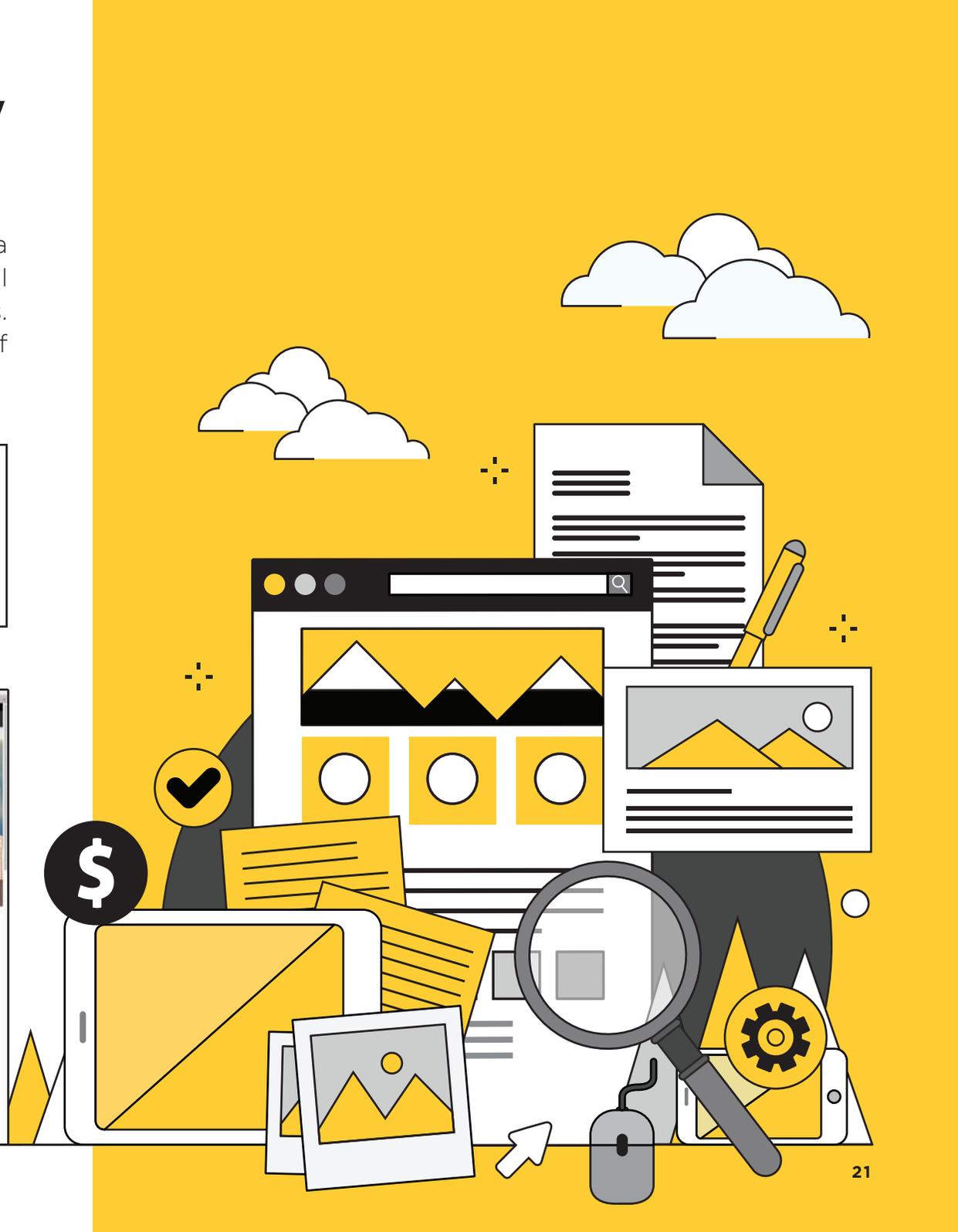
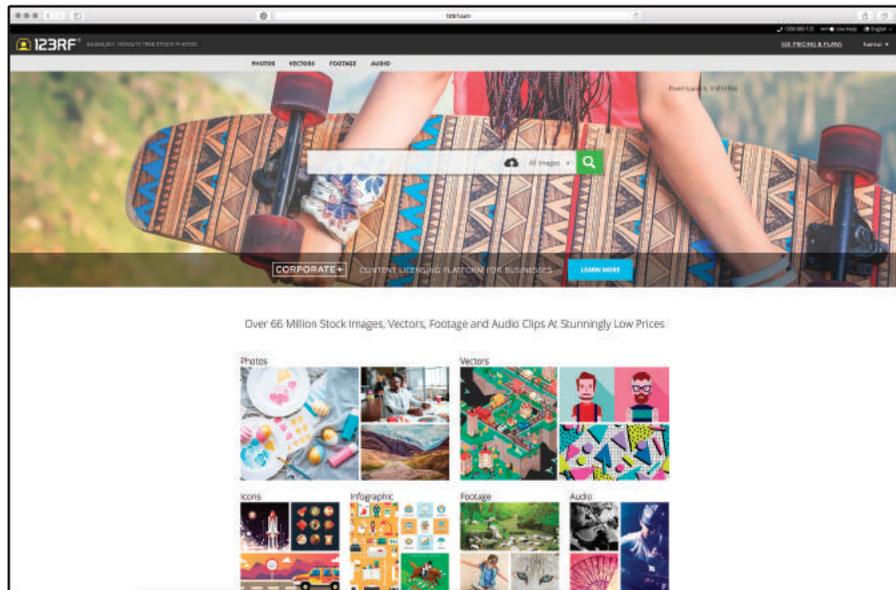
Sign Up Today on [123RF.com](https://www.123rf.com) and Start Downloading!

Interested to sell on 123RF? Sign up here.

100% Money Back Guarantee · \$25,000 Legal Guarantee · 24/7 Customer Service

Got a question on image copyright?

Get in touch with us at info@123rf.com



Appendix: **CASE STUDIES!**



Case #1

Can I use images found on Google?

That depends on the individual image found by Google's search engine. If the images are under Public Domain or Creative Commons license, then you may be able to use them. Otherwise, it is illegal to download the image — be it for personal or commercial use. Even if you crop and modify the image, it is still illegal!

You can filter the search result on Google under 'Search tools' and select the license from a dropdown list at 'Usage rights'. Alternatively, you can go to specific websites that host Public Domain and Creative Commons licensed content.

However, the onus is on you to do due diligence and determine that the images under these licenses are actually owned by the uploader. Our advice? Purchase a licensed content (we recommend royalty-free license) to save yourself from any headache that may occur.

Yes, you may as long as the images are under Public Domain or Creative Commons license.

Case #2

Can I remove watermark from images?

This is considered a case of willful infringement if you remove (or crop out) watermarks on images. Should the copyright owner decide to pursue legal action, you could be in a lot of trouble. With technological advancements, there are many ways to trace an image, even when you have renamed, resized and retouched the file.

Our take is that it is not worth the potential legal problems that might arise. It is best to obtain the appropriate licenses or written permission from the copyright holder to use the image — even if that will set you back a couple of dollars.

No. It is illegal to remove the watermark from copyrighted images. You may get into trouble as this is considered as willful copyright infringement.

Case #3

Can I use Royalty-free standard license images on physical merchandize?

Printing royalty-free images on physical items are allowed under the standard license for up to a stipulated amount (for 123RF, it's 500,000 copies) if the items are to be given away for free e.g. as promotional merchandize at a trade show.

If the merchandize is for sale or if you need to print more copies than the number stipulated under standard license, you will require an extended license. You can read more on [Extended License](#) at 123RF website.



© Photo 123RF®



© Photo 123RF®

© Photo 123RF®

You can use the image on merchandize as long as it complies with the licensing terms. However, any usage that will directly generate revenue will require an extended license.

Case #4

Is it safe to use stock content from free websites?

There are many websites that host free stock content for commercial usage without requiring attribution. However, you have to be aware of the risks if you use these files as the uploader may not necessarily be the copyright owner.

These free websites will always ensure that they will be indemnified and not be held responsible for any legal claims.

Here are some examples of the Terms and Conditions compiled from free stock content websites:

"You agree to indemnify and hold harmless [Free Provider 1] from and against any and all loss, expenses, damages, and costs, including without limitation..."

"You agree to indemnify and hold harmless [Free Provider 2] ... from all damages, injuries, liabilities, costs, fees and expenses (including, but not limited to, legal and accounting fees)..."

"By entering into this Agreement and using the Website, you agree that you shall defend, indemnify and hold [Free Provider 3] ... harmless from and against any and all claims, costs, damages, losses, liabilities and expenses (including attorneys' fees and costs)..."

Putting it simply, these terms are there to inform you that the free stock content providers cannot be held responsible for any claims or damages that arises due to the use of the content found on their website.

They are just distributing the content! Hence, beware.

You can, as long as the images are under Public Domain or Creative Commons license. Do note that you might be liable for copyright infringement if the image was uploaded without the consent of its creator.



Case #5



Does copyright law apply to social media (Facebook, Twitter, Pinterest etc.)?

According to copyright law, yes! Believe it or not, we are all publishers to a degree on social media.

Whatever we update on Facebook, tweet on Twitter or share on Pinterest is copyright protected. That also means that you can be liable if you use someone else's content that was shared on social media!

So bear in mind that copyright law applies as well on social media and sharing content that are not created by you may fall under copyright infringement. You should be safe as long as you do not repost copyrighted content.

Did you know?

In year 2013, a photographer was awarded USD \$1.2 million when the pictures he posted on Twitter were used without consent by two media companies.

Yes. Social media postings are copyrightable. Sharing copyrighted content that does not belong to you without the owner's consent can potentially get you into trouble!

Are model and property releases important?

How would you feel if someone came up to you and told you that you were endorsing a product or service that you are not aware of?

You would probably be very upset as they used your likeness for promotional purposes without your consent.

The same goes for model and property releases. It serves to protect all parties involved — mainly the model or property owner, distributor and end users.

Here are a couple situations where model or property releases played an important role:

Scenario 1

A man saw his house featured on an advertisement for a bank. He sued the bank as he never consented to his house being used for commercial purposes. Luckily, the ad agency working on the ad for the bank were able to produce the property release with the previous owner's signature. In the end, the owner dropped the claim.

Scenario 2

A model sued an ad agency for misusing her photos on an ad promoting STD prevention which casts her in a negative light and puts her reputation at stake. In this case, the model won the lawsuit as the agency knowingly used the image without the model's prior consent.

Model and property releases are important depending on the usage of the content. If you intend to use an image for advertisement (especially if the content are promoting sensitive topic), it's best to check for a model and/or property release to protect yourself from lawsuits or complaints.

Case #7

Who owns this photo?

You may have seen this infamous monkey selfie circulating the internet in 2011. A user subsequently uploaded a high-definition of this image to Wikimedia in 2014.

David Slater, whose camera equipment, was used by the monkey to take the selfie, laid copyright claims to the photograph and requested Wikimedia to remove the image from their collection. Wikimedia refused on the grounds that copyright applies to the creator of the photograph and in this case, it is the monkey.

As copyright laws are only applicable for humans, the photograph was deemed by Wikimedia editors to be in the public domain.

That led to an ensuing lawsuit between Wikimedia and David Slater. As of the time of writing, Wikimedia still retains the image in their collection.

PETA also filed a lawsuit against David Slater to secure the copyright of the image, on behalf of the monkey allegedly named Naruto.

While copyright law applies to human creations only, this selfie was taken by the monkey. Thus, copyright law at the time of this writing cannot be applied to the photograph. It is still being disputed in court on whether animals are entitled to copyright.

Case #8

Who owns this wefie?

This should be a familiar photo if you own a social media account. It was taken on a sponsored Samsung phone and featured A-listers like Jennifer Lawrence, Ellen Degeneres, Bradley Cooper, Meryl Streep and company that subsequently went viral when Ellen Degeneres shared it on Twitter.

There were no copyright lawsuit in this case, but it is interesting as a case study.

These are the facts: the photo was taken by Bradley using Ellen's phone (which was sponsored by Samsung). There are 3 eligible parties should a dispute arise on copyright ownership. Ultimately the copyright owner would be Bradley as he is the 'creator of the photograph'.



Again, copyright law favors the creator of the work rather than the owner of the equipment.

Is Mona Lisa copyrighted? How about the works created based on Mona Lisa?

This is arguably Leonardo da Vinci's most famous piece of artwork and also one of the most replicated and reinterpreted art piece in the world. In fact, Mona Lisa was replicated and reinterpreted by Leonardo da Vinci's own students!

Mona Lisa never enjoyed copyright as Leonardo da Vinci lived in a time prior to the enactment of copyright law. That said, although copyright law did not extend to the painting, authorship of Mona Lisa remains with Leonardo da Vinci while ownership of the original painting resides with the French government.

As is with Public Domain or copyright-free material, Mona Lisa is widely used in digital and printed materials with and without modifications. New works that demonstrate substantial modification from the original work are eligible for copyright protection on the basis that only the modifications are “copyrightable”.

Other well-known creator's works in the Public Domain:

- William Shakespeare
- Ludwig van Beethoven
- Jane Austen
- Lewis Carroll
- Sir Arthur Conan Doyle

Copyright only applies to works that are created after the establishment of copyright law. Works derived from Mona Lisa may only have the modifications protected by copyright law.

Case #10

Can I use pictures of famous deceased people?

This is a very complex question. The pictures, as we have learned belongs to the photographer. However, the person's name, likeness, quotations, rights of publicity, trademarks and copyrights of the person may be protected by law. In that case, a written permission will be required from their next-of-kin, commercial estate or the corporation who owns their right of publicity when using their image for commercial purposes.

Did you know?

Mickey Mouse remains a copyright protected work to this day.

Under the 1909 Copyright scheme (which was the existing copyright law then), Mickey Mouse should have been released into the Public Domain in 1984. However when the expiration date grew closer, Disney lobbied Congress for extension. Congress's overhaul of copyright law in 1976 allowed Mickey to escape being in the Public Domain till 2003.

When the expiration drew nearer again, Disney's team lobbied Congress yet again for extension. The result? Sonny Bono Copyright Term Extension Act of 1998. Mickey had once again evaded Public Domain, this time till 2023.

With only seven years till Mickey's impending Public Domain sentence, it is likely Disney's team will be lobbying for another extension soon.

Yes. As long as you have obtained the permission from the owner of the deceased person's right of publicity.

Glossary

- 1) **Copyright** - A form of protection for the creator of the original piece.
- 2) **Copyright infringement** - The use of works protected by copyright law without permission, infringing certain exclusive rights granted to the copyright holder.
- 3) **Copyright symbol** - The symbol, © or sometimes phonogram copyright, that is used to denote copyright.
- 4) **Creative Commons** - The right which allows for the free usage of the content as long as the usage complies with the license.
- 5) **Digital Millennium Copyright Act (DMCA)** - A copyright legislation passed in 1988 in United States to realign U.S.copyright law with international norms and to address concerns around digital technology and file-sharing.
- 6) **Footage** - The raw, unedited material as it had been originally filmed by movie camera or recorded by a video camera which usually must be edited to create a motion picture, video clip, television show or similar completed work.
- 7) **Indemnity limit** - The maximum amount that an insurer will pay out for any one claim and usually within any one policy year (assuming a yearly insurance policy).
- 8) **Intellectual property** - A product of the intellect, including copyright works, trademarks and patents.
- 9) **Licensor** - A party or entity that grants a license to someone else.
- 10) **Licensee** - A person or entity that has been granted a license under private agreement.
- 11) **Model / Property release** - A signed agreement between the model/property owner that an image or footage are safe for commercial use.
- 12) **Public Domain** - Content which is free of copyright, free to download and free to use.
- 13) **Publicity rights** - The right of an individual to control the commercial use of his/her name, image, likeness, or other unequivocal aspects of one's identity.
- 14) **Rights Managed** - A copyright license which, if purchased by a user, allows the one-time use of the photo as specified by the license.
- 15) **Royalty-free** - A licensing method which allows repeated use and a user pay a one-off fee.
- 16) **Stock content** - Ready-to-use visuals (photographs, illustrations, vectors, footages) and audios clips that are crowdsourced on a platform and are readily available for you to purchase the (licensing) rights to use them.
- 17) **Stock content provider** - A distribution platform for photographers, illustrators, and more to sell their content to the world. The firm actually provides licensing and rights management services.
- 18) **Watermark** - An identifying image or pattern in paper that appears as various shades of lightness/darkness when viewed by transmitted light, caused by thickness or density variations in the paper.

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