

OWNING IT: A CREATIVE'S GUIDE TO COPYRIGHT, CONTRACTS AND THE LAW



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Owning It: A Creative's Guide to Copyright, Contracts and the Law is a 560-page full-colour hard cover book written by renowned Melbourne intellectual property lawyer Sharon Givoni. The book aims to demystify copyright, contracts and intellectual property law for Australians working in creative industries and running their own businesses. Comprising expert insight and explanation of intellectual property law in 'plain English', *Owning It* drives home key legal concepts through enlightening and entertaining real-life case studies. The book also contains user-friendly flowcharts and tables that simplify legal terms, processes and procedures that creatives regularly encounter. The book aims to point Australians in the creative sector in the right direction regarding: the protection of their designs, trade marks, copyright, reputation, confidential information and other intellectual property (IP); how to reduce the risk of inadvertently infringing someone else's rights; contract basics; licensing; how the law applies online and to certain aspects of social media; how to better achieve positive legal outcomes and much more.



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