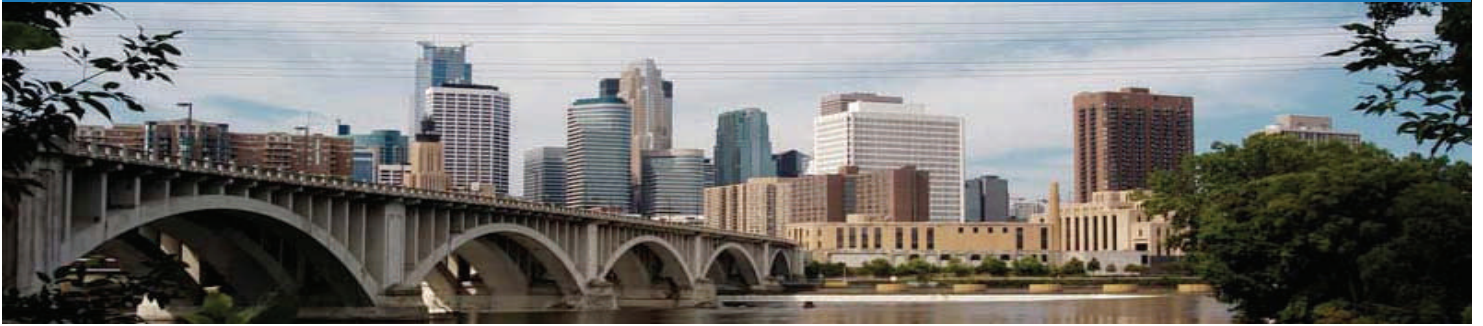


Your Bridge to Purpose, Passion, and Platform



Intellectual Property Dos and Taboos

A Shining Example

As the meeting planner, you gain credibility for your organization or your clients when you place value on respecting the intellectual property of others. Professional speakers generally understand how to abide by intellectual property laws. However, by requiring all of your presenters to understand and follow ethical guidelines for using the materials, titles and thematic creations of others, you will honor your responsibility to model the highest standards for your attendees.

What is Intellectual Property?

Intellectual property is broadly defined as the original expression of ideas, as well as symbols and words that represent the products or services of a company or person.

Items considered intellectual property:

- Cartoons
- Photographs
- Overheads
- Videos
- Movie/TV clips
- Audio-taped interviews
- Music
- Speeches
- Written material
- Signature stories
- Logos/trademarks
- Drawings
- Artwork
- Other proprietary materials

Complying with the Law

Presenters who use any type of intellectual property that is not their own must get permission from the owner by obtaining a formal license or written permission to use the material. It is important to note that in some cases, the creator of the property is not the owner.

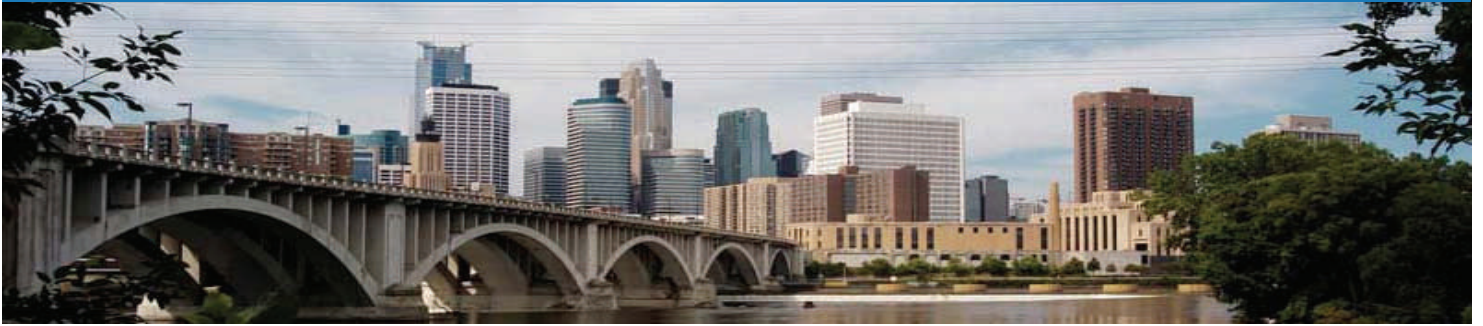


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Your Bridge to Purpose, Passion, and Platform



Intellectual Property Dos and Taboos (cont)

Assuring an Informed Audience

Make sure that presenters who use handouts that duplicate intellectual property with permission have added "Used with permission of ____" to the document. The handouts might also explain that the presenter has permission to use other materials (cartoons, photos, music, etc.) in his or her presentation. For example, "All of the materials presented in this presentation are either original, licensed or used with permission."

The presenter can also inform the audience that he or she has permission to use the intellectual property of others by making a simple, brief statement such as: "These photos are used with permission of ____." Sometimes the owner may require you to use a more formal declaration, including for example, a copyright notice.

Presenters who have gone to the expense of creating and/or commissioning their own intellectual property should notify the audience of this. The presenter might use a brief phrase such as, "I had these cartoons especially created for my seminars."

Securing Music Rights

By paying a small yearly fee, you can secure certain performance rights from organizations such as A.S.C.A.P. (American Society of Composers, Authors and Publishers) or B.M.I. (Broadcast Music Incorporated). This license fee allows certain music to be played or performed in front of a group of people.

Failure to secure licensing can result in significant fines for your organization or client, so be sure to contact B.M.I. and A.S.C.A.P. directly to learn what types of licensing agreements you will need for your meeting or event in order to comply with the law.

If your organization is hiring the music, you are generally responsible for licensing the music. A presenter who uses music in his or her presentation falls into the same category as a piano player hired for a cocktail party or a DJ hired for a dance. If a presenter fails to notify you of his or her intent to use music, then the presenter is responsible for the license.

If the presenter is going to synchronize music to another media (sound on slide, video, etc.), he or she must obtain a separate synchronization license.

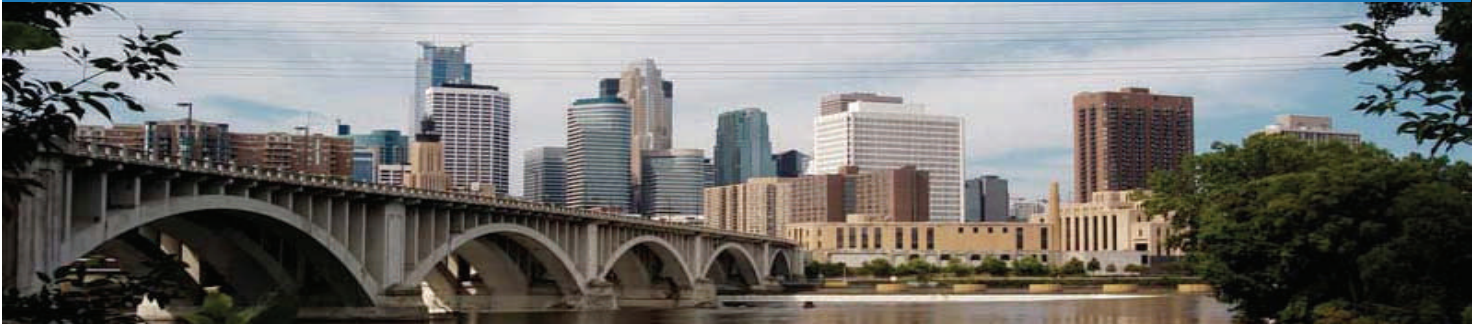


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Intellectual Property Dos and Taboos (cont)

Taping the Presentation

Chances are, your organization or client tapes and sells presentations to bring in non-dues revenue. If a presentation is being audio- or videotaped, you must obtain permission to duplicate any intellectual property that is presented. The recording company you hire must be advised of presentation content so that the staff can:

1. obtain the appropriate permissions (which is unlikely),
2. simply edit out the musical selections (which is most likely), or
3. choose not to duplicate the presentation (which sometimes happens).

For videotaped programs, the same permission is required for any visual media that would be reproduced, such as photos or cartoons. The most practical way to handle this is in the standard release for taping signed by presenters. Have your presenters indicate that taping is permitted and that they have received permission for your group to duplicate the intellectual property contained in their presentation. If such permission has not been obtained, they should indicate what portions need to be edited.

Be aware that this kind of duplication is prohibited for “casual” use of music as well. For example, if during an awards ceremony music is used to introduce the winners, duplication of this music is not permitted without a license.

We hope these guidelines help make you aware of your obligations and the basic things to think about in regard to intellectual property.

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