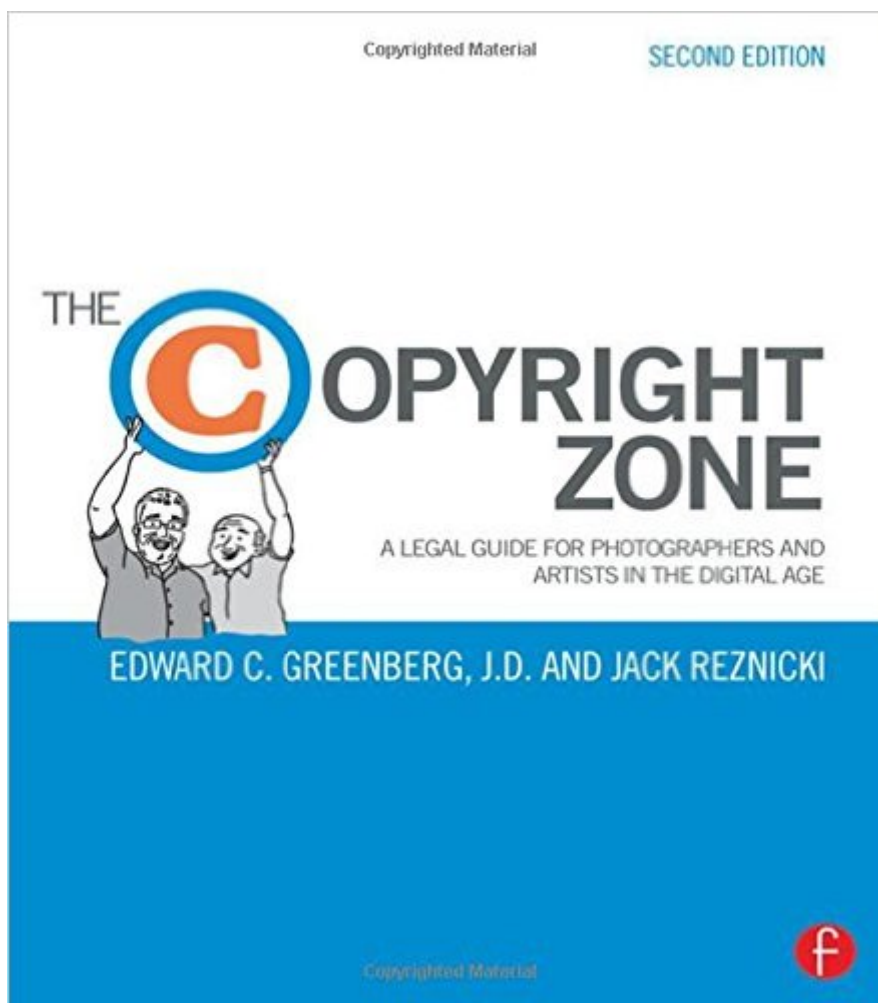


The book was found

The Copyright Zone: A Legal Guide For Photographers And Artists In The Digital Age



Synopsis

If you license or publish images, this guide is as indispensable as your camera. It provides specific information on the legal rights of photographers, illustrators, artists, covering intellectual property, copyright, and business concerns in an easy-to-read, accessible manner. The Copyright Zone, Second Edition covers: what is and isn't copyrightable, copyright registration, fair use, model releases, contracts and invoices, pricing and negotiation, and much more. Presented in a fun and easy to digest style, Jack Reznicki and Ed Greenberg, LLC help explain the need-to-know facts of the confusing world of legal jargon and technicalities through real world case studies, personal asides, and the clear writing style that has made their blog Thecopyrightzone.com and monthly column by the same name in *Photoshop User* magazine two industry favorites. The second edition of this well-reviewed text has almost doubled in size to ensure that every legal issue you need to know about as a photographer or artist is covered and enjoyable to learn!

Book Information

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Customer Reviews

Are you a professional licensor or publisher of images? If you are, then this book is for you! Authors Edward C. Greenberg and Jack Reznicki, have done an outstanding job of writing the 2nd edition of a book that keeps striving to provide specific information on the legal rights of photographers, illustrators and artists. Authors Greenberg and Reznicki, begin by exploring how the copyright law clarifies and lists additional rights (copyright bundle of rights) you as the creator possess: The right of reproduction; the right of derivatives; the right of distribution; the right of performance; and, the right of display. Then, the authors discuss that when you register your work, protection and

remedies are available to you under the law, in addition to the copyright bundle of rights. They continue by looking at how when photographers ask about releases, they generally look for an all in one answer; or, their need is motivated by the desire or need to employ the photographs in connection with the sale or promotion of any product, service, company or organization. Next, the authors discuss how the hardest part of being a professional photographer isn't taking a photograph or deciding which lens to use, how to light, what directions to give the subject, or what props to pick; but, is figuring out what to charge and creating an invoice of charges. They then discuss why a time-honored and effective method employed by businesses of all types and sizes is to conduct periodic postmortems of prior deals, acquisitions, hiring/firings, product strategies, effectiveness of outsourcing, quality of advertising campaigns, and so on.

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