Copyright and intellectual property

E-learning course

> *"Fab course. Really loved it. I am an aware person now. Thanks a lot."*
> E-learning delegate

This introduction to copyright law e-learning course is absolutely essential for anyone who creates, edits, publishes or distributes content through print or digital channels.

From the definition of copyright, to the detail of how long copyright lasts and copyright infringements, you will gain a thorough understanding of the laws and issues. The other four major elements of Intellectual Property (IP) law are also covered in detail - confidentiality, privacy, trade marks and passing off - helping you avoid costly legal mistakes whether you're handling third-party material or creating your own content for any media.

Who it's aimed at and course overview

This course is aimed at anyone who needs a thorough grounding in the relevant, up-to-date intellectual property and copyright laws for online channels or print publishing.

The course comes in 4 parts:
Part 1: Copyright
Part 2: Defences and important cases
Part 3: Confidentiality
Part 4: Privacy, trademarks and passing off

Detailed course content and duration

If you sat down and did the course in one sitting, it would take approximately 2-3 hours to complete. However, the exercises and quizzes we include mean it can take longer. You can work at your own pace, and dip in and out of the course as often as you want, and go back to sections to really make sure you've understood.

If you have any queries at all, you are very welcome to **get in touch with the trainer as often as you want.**

We set a 4 week deadline from the point you receive your enrolment information. If you need longer though, you just need to let us know.

You will learn:
- The foundations of IP law and its role in our society and business world
- The essentials of copyright law
- The impact of different territories and legal jurisdictions
- The full scope of copyright in a digital world
- Privacy law, and how it affects the content you create or share
- How recent cases have shaped legal interpretation of IP law
- The key platforms for a successful defence of alleged copyright infringement
- Understanding and applying the rules of confidentiality
- The practicalities of trade marks, and what "passing off" means
- How to apply all this knowledge to avoid costly legal cases

...and much more.

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The course covers:

The five parts of IP
- Copyright
- Confidentiality
- Privacy
- Trade marks
- Passing off

Copyright
- Who has the right to copy?
- When and where it started
- What it covers now - articles, photographs, emails or letters, blog entries, websites etc
- The rights of the copyright owner
- What is required to create copyright
- Who owns the copyright
- How long it lasts
- How copyright can be transferred
- Moral rights of the creator
- What laws it comes under

Defending your copyright

Defences
- Not a substantial copy
- Created without knowing about the first
- Consent through licensing
- Incidental inclusion
- Fair dealing

Important cases to remember

Confidentiality
- The difference between confidentiality and privacy
- The relationship between the giver and the receiver
- What is confidential
- Phrases to be aware of
- When you are released from a bond of confidence
- When you can disclose confidential information
- What it means for journalism

Privacy
- It's all about content
- What is the law and when can it be interfered with

Trade marks
- The difference between copyright and trade marks
- How long they last
- Using them - dos and don'ts

Passing off
- What it is
- What to be aware of

Interactive quizzes, exercises, top tips and checklists
This course is packed with interactive exercises and you will be quizzed on your knowledge of copyright; defences; confidentiality; passing off; trade marks and all aspects of intellectual property.

There are handy tips and checklists at key stages of the course. These cover vital topics including:
- Getting permission
- Buying the rights you want
- How to treat images
- Clarifying your rights
- Defending your copyright
- Being aware of certain words
- The levels of talking to journalists
- What to be aware of in privacy

and many more.

If you would like to receive a Certificate when you have completed your e-learning course, please just let us know and we will arrange for one to be sent to you.

Copyright and intellectual property law is an ideal complement to our **Libel and other defamations** online training course.

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Your trainer and feedback

Richard Sharpe is a trainer, journalist, researcher and a director of ContentETC. As a journalist he has contributed to the Financial Times, The Herald Tribune, The Times, The Daily Telegraph, The Observer, Computing, Computer Weekly and other publications covering IT and its impact. Richard is a highly successful trainer, regularly training journalists at publishing companies including Bauer, Haymarket and TimeInc and coaching executives at organisations including UCLU and LSE.

The beauty of e-learning is that you can do it at a time and place to suit you. But you won't be alone! Richard will talk you through the key points to improve your skills and knowledge, and at any time during your e-learning course, you can **email him with any queries or comments**.

Richard can also give you invaluable **one-to-one feedback** on your own work. If you buy the trainer feedback option with your course, email him your copyright queries after you have completed the e-learning and he will supply you with individual guidance, comments and practical suggestions. This unique feedback really brings your e-learning to life and makes sure you have truly grasped - and applied - all of the key principles

Discounts and prices
Copyright and intellectual property is £19.99 + tax per user * which gives you full unlimited access to the course for one month. If you need longer though, you just need to let us know.

If you want to add personal one-to-one trainer feedback to the course, the price is £69.99 + tax.

Contact us
Please call us on
00 44(0)1428 722105
to speak to either Lucy, Rosemarie or Elaine about your particular training needs.

Or email us at
info@contentetc.com
and we will get back to you as soon as possible.