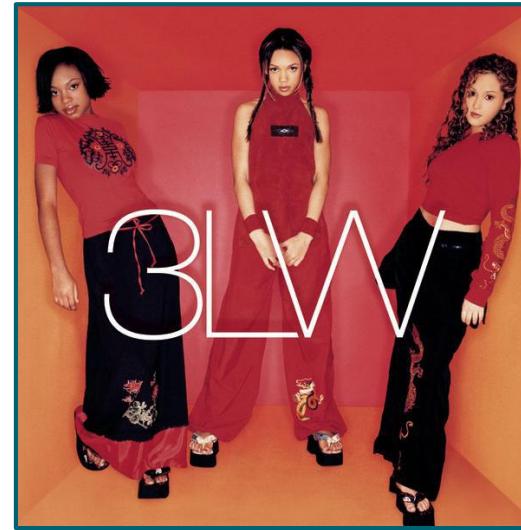


# Rules Of Engagement:

## Quiz, Tips and Strategy

## Case 1: Taylor Swift v Hall & Butler [2018]



# Arguments:

	✓	✗
Similar Lyrics		Lyrics are not unique enough

# Result:

- The judge, Michael Fitzgerald, granted Swift's motion to dismiss the action.
- Fitzgerald said the following on the ingenuity of either artist's lyrics:

*“by 2001, American popular culture was heavily steeped in the concepts of players, haters and player-haters ... The concept of actors acting in accordance with their essential nature is not at all creative; it is banal. The alleged infringed lyrics are short phrases that lack the modicum of originality and creativity required for copyright protection.”*

## Case 2: Donald Graham vs Richard Prince



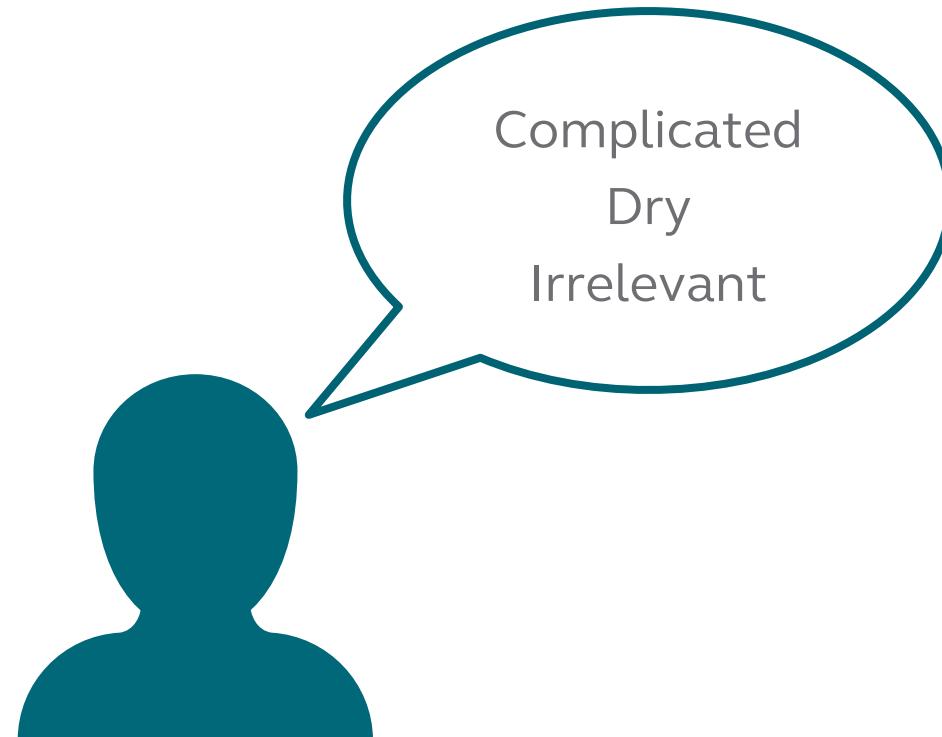
# Arguments:

	✓	✗
Sought no permission		The work is 'transformative' and thereby falls under Fair Use.
Not modified adequately to warrant being called an 'original work'		Changed the message of the original work, thereby changing the work itself.

# Result:

- The judge ruled in favour of the Donald Graham as Prince had ‘reproduced “Rastafarian” in its entirety, in a size that enables the original to retain its full aesthetic appeal’ and that ‘Prince’s work can serve as a substitute for Graham’s original work, notwithstanding Prince’s alterations’
- The judge also stated: “*The primary image in both works is the photograph itself. Prince has not materially altered the composition, presentation, scale, colour palette and media originally used by Graham*”

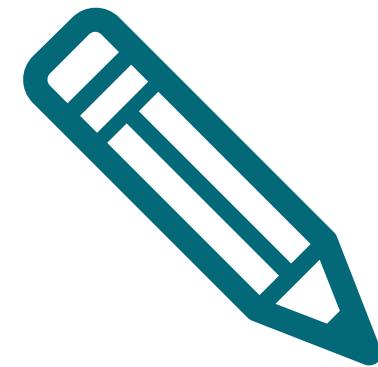
# Perceptions of copyright



# Perceptions of copyright



# 3 ways CLA talks about copyright



# Videos

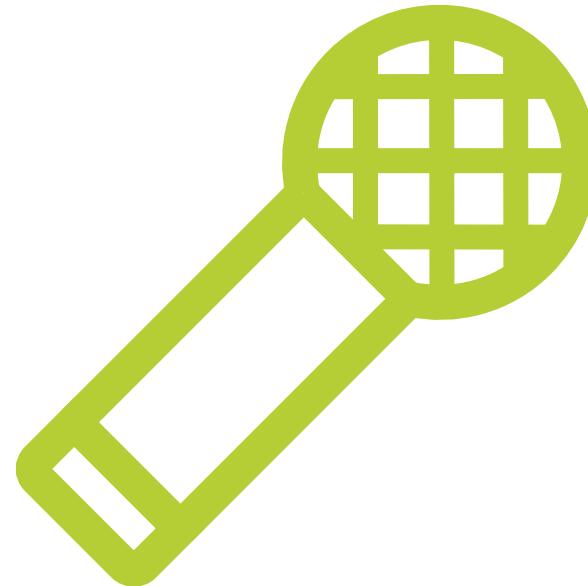
- Broad, easy introduction to a complicated topic
- Accessible, informal, less intimidating
- Adaptable price and time commitment



Audience: Beginners

# Webinars

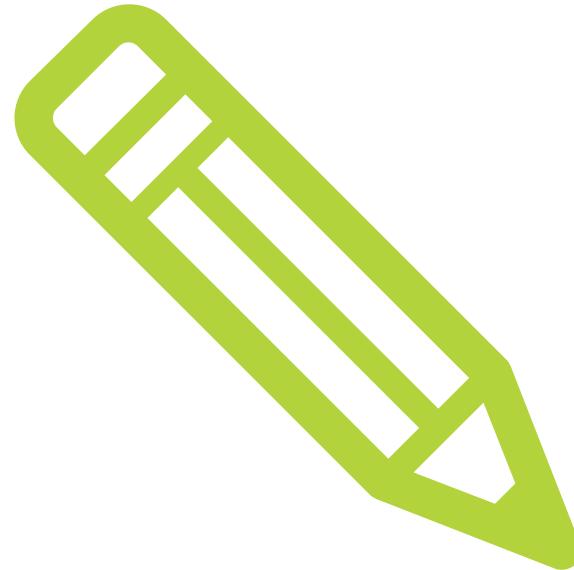
- Address gaps in knowledge, FAQs, or offer in-depth advice
- Audience interaction and feedback
- Record sessions for attendees to refer to, or to publish as videos



Audience: Beginners, experts, and everything in between

# Blogs

- Varied content: practical advice, opinion pieces, news, fun stuff
- Use guest writers to get different perspectives and be a guest writer yourself
- Keep readers coming back with high-quality, thoughtful posts!



Audience: Varying, but tends to have at least intermediate knowledge

# Thank you for listening!



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