

How To Register Your Federal Trademark Kindle Edition By Jacob Tingen

Professional Technical Kindle Ebooks

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the musician s business and legal guide provides vital information to help demystify the music business and the complex body of law that shapes it this book answers such questions as how to protect name and copyright what is and is not legal about sampling what are the legal issues surrounding digital downloads and streaming what are the jobs of managers talent agents and publishers what are common contractual relationship between independent and major labels the new edition includes chapters

not covered in depth by other books social media law tv talent shows youtube and international copyright as in previous editions the book features clause by clause contract analyses for 360 record deals music publishing management and producer agreements

the second edition of own your lemons is currently in production and will be available this fall a lemon can be many things from a delicious citrus fruit to a dud of a car but most importantly it is something you can own the idea for own your lemons came to me when i was a freshly faced law student learning the basic of contracts property law and family law as the daughter of dr mary lemon brooks nephew i have always been interested in the fundamentals of law and how law connects the world my first legal fellowship after graduating law school focused on art and entertainment law it was there i learned the fundamentals of intellectual property from renowned entertainment attorney john renaud of turner time warner in this second edition of own your lemons i am delighted to share some of these internal secrets with you when you first think of intellectual property ip what comes to mind is it the last commercial you watched on youtube or the last item you bought in the grocery store ip plays a large part in the branding and marketing we all see on a daily basis from slogans like where s the beef and we have the meats to characters like flo and jake promoting car insurance and even logos like the adidas apparel three stripes and nike s coveted swish mark characters slogans and logos are the main elements of promotional ip but only a small part of the ip market the great thing about america s ip market system is owning the product and owning the promotion here in the us there are two federal offices which grant intellectual property rights the us copyright office grants a copyright under specific circumstances a grant of right allows you as the owner to protect your work from being copied and used without your permission the us patent and trademark office grants patents and trademarks under certain circumstances patents trademarks and copyrights are the only types of intellectual property now it gets complicated think of those flo and jake characters from your favorite car insurance ad they are people too state laws in the united states of america grant publicity rights to individuals promoting products you may be thinking this doesn t make any sense and you are right it doesn t make sense it makes cents literally every time your likeness is shown in association with a product or brand someone is making a royalty chang ching as someone interested in owning lemons the cost of manufacturing and marketing can be steep if you don t do your homework first building brand quality can take years whereas ideas are one in a million unlike those complicated combinations of slogans logos characters products and people for more on ip purchase the digital copy of own your lemons in google play books coming soon mind your lemons give your lemons

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the trademark guide a friendly handbook for protecting and profiting from trademarks is an invaluable reference tool for both businesses and individuals looking to master the law and glean the best strategies for benefitting from trademarks clear cut and completely up to date this comprehensive guide covers what can and cannot be protected duration and scope of protection notice and registration how to avoid and evaluate infringement and how trademarks are used and abused in the marketplace

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advises would be musicians on getting started obtaining copyrights selecting managers and related matters

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