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Creative Directions

Media studies & intellectual property
professional support kit

Trade mark

Registered design

Copyright

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WELCOME

Legal caution



Welcome

Do your students understand the value of their own creativity when they make a digital video, a sound recording, or produce a magazine? Have they ever thought of using the [copyright indicator](#) on their work?

Do they respect the creativity of commercial recording artists or filmmakers, or do they think it's okay to copy and pass on DVDs and CDs, or remix other people's music without asking permission?

Have you ever engaged them in a conversation about intellectual property (IP) and the rights of all the people involved in creative industries to make a living?

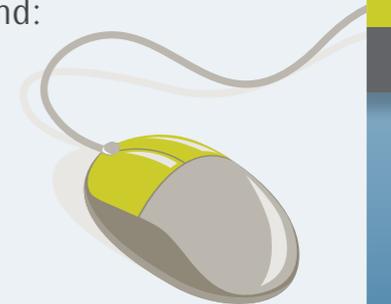
Creative Directions sets out to get you talking with your students about intellectual property, helping them understand:

What intellectual property is all about

How to respect and value creativity

Where to seek information

Who to ask to get permission or consent to use others' creative work.



I WELCOME

Legal caution



Legal caution

Creative Directions does not represent legal advice. It is a general guide that alerts you to potential problems and helps you find ways to encourage student creativity whilst respecting the legal rights of intellectual property owners.

The information provided is not a replacement for a legal opinion based on your specific and unique circumstances. The Ministry of Education and its contributing partners cannot be held responsible for any action that schools, teaching staff and students take based on the information in this guide.

Licences might be in place with terms and conditions that control how you and your students can use other intellectual property owners' creative works. The New Zealand Copyright Act 1994 also sets out rules governing use of copyright works for teaching and personal research.

Intellectual property law is complex and constantly developing. Every country has its own IP law. Information available in library books and from the Internet searches might not be relevant to New Zealand or could be out dated.

The onus is on the intellectual property owner or their exclusive licensee to protect their IP rights in New Zealand. Legal action can be taken through the courts and in some incidences disputes can be settled through negotiations.

Intellectual property law provides civil and criminal consequences if you **infringe** an IP owner's legal rights. Court cases are judged on each cases' merits and can involve not only financial penalties but also seizure and confiscation of items used such as computers.

I WELCOME

Legal caution

*Assistance*

If you have questions about specific intellectual property issues including uncertainties about the legality of how you are using copyright work in the classroom, please seek advice from an IP lawyer or [patent attorney](#).

[Copyright Council of New Zealand members](#) may be able to provide guidance.



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