

You Have the Right to Use those Images.... Or Do You?

**4th of the 4th Thursday
XDU Lunch & Learn Webinars!**

Welcome!



**XPLOR Document University Lunch &
Learn Webinars!**

The Panel

- Host: Pat McGrew, EDP – Kodak –
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- Young Park – Ikon Office Solutions -
Intelligent Document and Security Practice

And... you!



Digital Rights and You

If you are using photos and other image content in the direct mail or transaction print you manage you may have a Digital Rights management problem. Are you certain you have the legal right to use the images?

Remember, those "Royalty Free" images may not be "Royalty Free" when they are used for business purposes. This webinar the discussion turns to learning what you can and can't do, and how to position digital rights management with your customers and your organization!



#1

What We're Talking About

- Every created object has some rights associated with it.
 - Photographers or their employer or licensee own their work
 - Artists or their employer or licensee own their work
 - Authors or their employer or licensee own their work



If you use their work and don't pay to use it, you may have a liability

You Have the Right to Use those Images.... Or Do You?

- 1. Starting with the most basic question, can we search the web and grab images we like for use in our bills, statements and direct mail pieces?



#3

You Have the Right to Use those Images.... Or Do You?

- 2. There is a discipline called Digital Rights Management... what is that?



DRM. Digital Rights Management is a technology that creates certain conditions about how some digital media files - such as audio and video - can be used and shared. - About.com (iPod/DRM)



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- 3. This sounds like I need a policy!
Where can I go to find information
on what I can do?
- <http://www.drmwatch.com/>
- Read More About It!



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- 4. What happens if I do just borrow
an image?
Who will really know?



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- 5. Some say digital rights management is a violation. If I find it I should be able to use it unless someone tells me I can't.
What's the problem?

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Read More About It

- <http://www.eff.org/issues/drm>
- <http://www.drmwatch.com/>
- <http://resources.bnet.com/topic/digital+media+and+digital-rights+management.html>
- <http://epic.org/privacy/drm/>
- <http://xml.coverpages.org/drm.html>

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Read More About It

- <http://www.digital-rights.org>
- <http://gilbane.com/Research-Reports.html>
 - There is one report called “Gilbane_ERM_Study_2008” by Bill Rosenblatt (Editor at DRMWatch.com)



4th Thursday

XDU Lunch & Learn Webinars!

Come back August 27 at 1PM Eastern

MARK YOUR CALENDARS for the 4th Thursday of every month as Xplor is turning the volume up to 11 with the new series of "Lunch and Learn" Webinars structured around great panelists, great topics, and your participation.

These webinars are free courtesy of the Xplor Document University powered by Kodak. Each webinar will be scheduled at 1:00 PM Eastern, Noon Central, 11:00 AM Mountain and 10:00 AM Pacific times for frank discussions. Here is a sample of just some of the topics:

NEXT – Best Practices in Bills and Statements



XPLOR Document University Lunch & Learn Webinars!