

The Top Mistakes Content Creators Make – And How to Avoid Them

Presented By:
Sharon Toerek
Toerek Law
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Mistake #1:

“My original ideas and concepts are protected by copyright law.”

Mistake #2:

Copyrights and Trademarks are the same, right?

Mistake #3:

“Fair use or a creative commons license allows me to freely use content created by others.”

Mistake #4:

“As long as I make attribution, I can include another party’s work or content into mine.”

Mistake #5:

“I have to have a copyright registration to own copyright in my work.”

Mistake #6:

“I need only a copyright notice to enforce copyright in my work if it’s taken or misused.”

Mistake #7:

“Expensive infringement litigation is my only option if someone takes or misuses my work.”

Mistake #8:

“OK, I admit it – I make handshake deals for my freelance content, and ask questions later.”

Mistake #9:

“My work gets posted on social media platforms and used in content marketing.

Disclosures? What are those?

Mistake #10:

Any things or people I see in public are in the “Public Domain,” so I can include them in my content.

Questions?

Contact:

Sharon Toerek

Toerek Law

Email: sharon@legalandcreative.com

Twitter: @SharonToerek

Phone: 800.572.1155